



"SOLITUDE" PAINTED BY A. D. GREER IS ANOTHER IN OUR SERIES OF COVER LANDSCAPES FOR FRAMED REPRODUCTIONS SEE PAGE 560

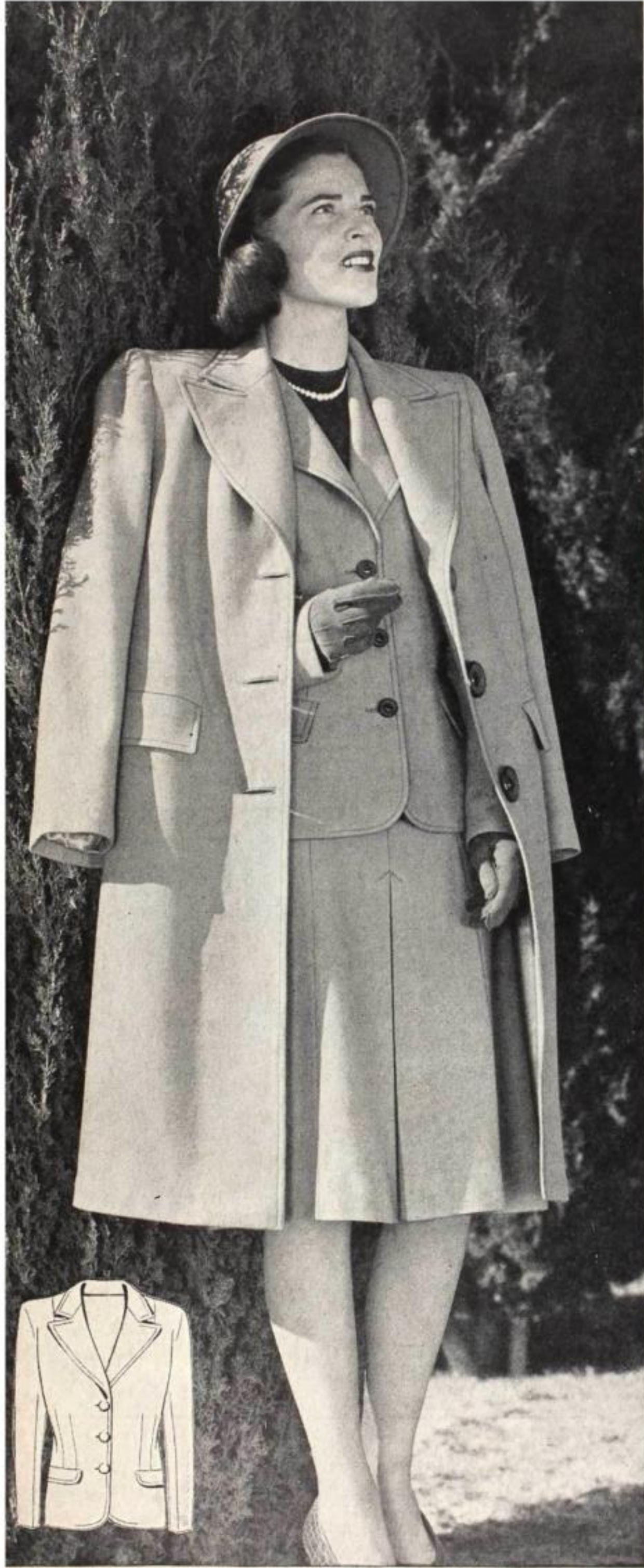
FALL AND  
WINTER,  
1945-46

**SEARS, ROEBUCK AND CO.**

SATISFACTION GUARANTEED OR YOUR MONEY BACK

Notice to customers: No price for any article listed or described herein exceeds the ceiling price for that article, as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with statement of our maximum prices on any of the commodities listed about which you inquire. Sears, Roebuck and Co.





**Nothing's nicer or more  
practical than a 3-piece  
Pure Wool COMPANION SUIT  
in a classic monotone fabric . .  
a smart check . . or  
bright contrasting wool**

Coats and Suits on these 2 pages  
are available after August 1st, 1945

Our best quality **\$27.50** each . . Suit or Coat

- A** OUR BEST QUALITY soft casual all wool fabric tailors beautifully into companion suits. Jacket has good shoulders, peaked lapels, flap pockets. Gored skirt, inverted pleat front and back. Classic top coat is interlined. Our finest rayon lining. *Sizes:* 10, 12, 14, 16, 18, 20; size scale, page 5. *State size.* Shipping weight, 3 lbs. 8 oz.
- ♦17 D 6676M—Medium blue suit . . . . . \$27.50
  - ♦17 D 6677M—Medium blue coat . . . . . \$27.50
  - ♦17 D 6678M—Cocoa (medium brown) suit . . . . \$27.50
  - ♦17 D 6679M—Cocoa (medium brown) coat . . . . \$27.50
- Our Better Quality*, same style. Not as fine as above, but handsome, long-wearing. *Sizes:* 10, 12, 14, 16, 18, 20; scale, page 5. *State size.* Shipping weight, 3 lbs. 8 oz.
- ♦17 D 6680M—Cocoa (medium brown) suit . . . . \$19.98
  - ♦17 D 6681M—Cocoa (medium brown) coat . . . . \$19.98
  - ♦17 D 6682M—Medium blue suit . . . . . \$19.98
  - ♦17 D 6683M—Medium blue coat . . . . . \$19.98
  - ♦17 D 6684M—Medium green suit . . . . . \$19.98
  - ♦17 D 6685M—Medium green coat . . . . . \$19.98
- Our Good Quality*, same style. Good-looking, sturdy quality. Our serviceable thrift grade. *Sizes:* 10, 12, 14, 16, 18, 20; scale, page 5. *State size.* Shpg. wt., 3 lbs. 8 oz.
- ♦17 D 6686M—Cocoa (medium brown) suit . . . . \$14.98
  - ♦17 D 6687M—Cocoa (medium brown) coat . . . . \$14.98
  - ♦17 D 6688M—Medium blue suit . . . . . \$14.98
  - ♦17 D 6689M—Medium blue coat . . . . . \$14.98
  - ♦17 D 6690M—Medium green suit . . . . . \$14.98
  - ♦17 D 6691M—Medium green coat . . . . . \$14.98

*Descriptions of garments illustrated on opposite page*

Suit or Coat **\$22.98** each

- B** HOUNDSTOOTH CHECKED TWEED in 100% wool rates high with fashion. Jacket has cardigan neck with accent of braid binding where it counts most. Fancy button closing; darts above pockets. Gored skirt with inverted front, back pleat. Coat has peaked lapels, stitching trim, open vent back. Rayon lined. Interlined. *Sizes:* 10, 12, 14, 16, 18, 20; scale, page 5. *State size.* Shpg. wt., 3 lbs. 8 oz.
- ♦17 D 6696—Black-and-white suit . . . . . \$22.98
  - ♦17 D 6697—Black-and-white coat . . . . . \$22.98

Suit or Coat **\$29.98** each

- C** CONTRASTING ALL WOOL . . . the suit, American beauty; the coat, black. Big news in fashion! Expertly fitted cardigan has scroll trim and contrast of black stitching. 2 darts from waist to bottom of jacket allow soft fullness above waist. Slim gored skirt. Top coat has American beauty stitching. 2 gore back has open vent. Rayon lining. Interlined. *Sizes:* 10, 12, 14, 16, 18, 20; size scale on page 5. *Please state size.* Shpg. wt., 3 lbs. 8 oz.
- ♦17 D 6692—American beauty (rosy red) suit . . . \$29.98
  - ♦17 D 6693—Black coat . . . . . \$29.98

**A** SOFT CASUAL ALL WOOL 3-PIECE SUIT

Three qualities . . coat or suit **\$14.98, \$19.98 or \$27.50** each

2 . . SEARS, ROEBUCK AND CO. 2 C

Numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.

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**[B] HOUNDSTOOTH CHECKED TWEED . . SUIT OR COAT \$22.98** each

*Garments shown above are described on opposite page*



**[C] CONTRASTING ALL WOOL . . SUIT OR COAT \$29.98** each

All suits and coats are available on Sears Easy Terms . . see inside back cover for complete details.

CMN PAGE 3 . . SUITS, COATS





**For outright flattery..  
nothing quite equals  
a SOFT SUIT . . of all  
wool Venetian covert  
with cardigan neckline  
Priced at . . \$26<sup>50</sup>**

Available after August 1st, 1945 .

We're repeating a success story when we offer this particular Venetian covert in a suit by this particular maker. For here you have a softly tailored suit that does delightful things for your figure—slims you down through the hips, gives you broader rounded shoulders, a more precisely fitted neckline—and velvety-smooth, all wool Venetian covert from Walther, an American mill famous for producing quality fabrics. It's our beautifully fitted cardigan suit—wonderful for wearing with any kind of blouse.

THE VENETIAN COVERT SUIT has a collarless jacket with new contrasting stitching, graceful gores, fancy plastic buttons, precise detail of well-placed pockets, taped hems. Skirt has slim lines, inverted pleats front and back, Talon zipper placket. Jacket has reinforced front, armholes, pockets to preserve shape and good fit. Beautifully rayon lined.

Sizes: 10, 12, 14, 16, 18, 20; size scale on opposite page. Please state size. Shpg. wt., 3 lbs.  
♦ 17 D 6700—Medium gold . . . . . \$26.50  
♦ 17 D 6701—Cocoa (medium brown) . . . \$26.50  
♦ 17 D 6702—Light soft blue . . . . . \$26.50

Catalog numbers marked ♦ on these 2 pages are shipped from Philadelphia. Order and pay postage from Sears nearest mail order house. Sears has the newest Fall and Winter fashions, and they are all available on Easy Terms. See inside back cover for complete details of Sears Easy Payment Plan.

**Kerrybrooke**  
FASHIONS



**Fashion climax**  
**... the moulded look, in**  
**A DRESSMAKER SUIT**  
**of sleek, aristocratic**  
**pure wool gabardine**  
**Priced at... \$26<sup>98</sup>**

Available after August 1st, 1945

Another fine example of a suit from one of our top-ranking makers—this time in fashion's favorite fabric—pure wool gabardine. No wonder the result is something special. Fine dressmaker tailoring with supple lines that give your figure added gracefulness. High round neckline, precise pipings, the effect of fancy hand-stitching. Wool gabardine is the ideal fabric for such a lovely suit. It's easy-fitting, figure-following, smooth and dressy in atmosphere, yet it tailors perfectly.

THE WOOL GABARDINE SUIT has a high round neckline jacket with good shoulders, slim lines through the waist, fancy hand-stitching effect on pockets and edges, fancy button... the softer finish of fine dressmaker tailoring everywhere. Skirt has many gores, inverted pleat front and back, a Talon zipper placket. Finest rayon jacket-lining.

Sizes: 10, 12, 14, 16, 18, 20; see size scale below. Please state size. Shipping weight, 3 pounds.

◆ 17 D 6703—Cocoa (medium brown) . \$26.98  
 ◆ 17 D 6704—Medium blue . . . . . \$26.98

**Size Scale for Misses' Suits**

Order correct size. Check before ordering. Measure hips, waist, bust. Make no allowances.

Order size	Hips	If you measure Waist	Bust	Skirt Length
10.....	34	24	31	25 in.
12.....	35	25½	32½	25 in.
14.....	36½	27	34	25½ in.
16.....	38	28½	35½	25½ in.
18.....	39½	30	37	26 in.
20.....	41	32	39	26 in.



**Kerrybrooke**  
 OUR OWN TRADE MARK  
**FASHIONS**





**2-piece SUITS**  
*in all wool striped  
 flannel or wool-and-  
 rayon checked tweed*  
**Lots of style, lots  
 of wear, famous Sears  
 quality in smart  
 tailored fashions**

Available after August 1st, 1945

Two suit fabrics have won the season's popularity contest: hounds-tooth-check tweed and chalk-striped gray flannel. Choose our checked tweed (A) if you like softer lines, a 4-button closing with small revers and rounded collar. Choose our slenderizing striped gray flannel (B) if you look your best in a trigger-trim suit with deep pointed revers. Jackets are fully rayon lined.

**\$12.98**

**[A] CHECKED TWEED** in firm wool and rayon (27% new wool, 38% reprocessed wool, 5% reused wool, 30% rayon) takes tailoring beautifully. Jacket has small lapels, rounded club collar, 4-button closing, breast pocket. 4-gore skirt with inverted pleat front and back. Taped hem. Smooth placket. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 898. *State size.* Shpg. wt., 3 lbs. ♦17 D 6706-Black and white . . \$12.98

**\$14.98**

**[B] WHITE STRIPES** add to the look of slenderness in a 2-pc. suit of fine gray flannel, 100% wool. Long lapels with 1-button closing also accent the slim, man-tailored lines. Jacket has stitched collar, 2 darts at front waistline, 3 back gores. Skirt has 4 gores, inverted pleat front and back. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 898. *State size.* Shipping weight, 3 pounds. ♦17 D 6705-Gray, white stripes \$14.98

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. Like everything else at Sears, suits are available on Easy Terms. See inside back cover for complete details on Sears Easy Payment Plan.

**[A] CHECKED TWEED \$12.98**

**[B] STRIPED FLANNEL \$14.98**



**These are the  
simple classic  
coats every smart  
young woman needs . .  
our Kerrybrooke  
CHESTERFIELDS  
pure wool, tailored  
to Sears standards**

**\$24<sup>50</sup>** each    **\$19<sup>50</sup>** each

Available after August 1st

Some coats are musts. Not just because they are the fashion, but they have everything you need in your mainstay coat. It's so with the Kerrybrooke Chesterfield, famous for careful workmanship, quality fabrics, finer rayon linings, warm interlinings and fine details like well-shaped rayon velvet collars, welted seams. Extra-size armholes.

**[A] SWEETHEART LAPEL CHESTERFIELD** in soft, even-surfaced suede-like all wool, rayon velvet arrowheads accenting 2 slash pockets. Inverted back pleat. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 898. *State size.* Shipping weight, ea., 4 lbs. 12 oz. *Best Quality . .* with finest details

◆17D6200-Med. gray ◆17D6202-Med. brown  
◆17D6201-Black ◆17D6203-Med. blue  
◆17D6204-American beauty (rosy red)  
Each . . . . . \$24.50

*Fine Quality . .* not quite the same as above, but handsome, long-wearing.

◆17D6205-Med. gray ◆17D6207-Med. brown  
◆17D6206-Black ◆17D6208-Med. blue  
◆17D6209-American beauty (rosy red)  
Each . . . . . \$19.50

**[B] PEAKED LAPEL CHESTERFIELD**, handsome in fine suede wool fabric, soft and velvety-textured. Beautifully detailed; crisp, youthful lines, wide lapels. Inverted back pleat. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 898. *State size.* Shipping weight, each, 4 pounds 12 ounces. *Best Quality . .* precision tailored.

◆17D6215-Med. green ◆17D6217-Med. brown  
◆17D6216-Black ◆17D6218-Med. blue  
◆17D6219-American beauty (rosy red)  
Each . . . . . \$24.50

*Fine Quality . .* not so luxurious as above, but a coat you can be proud of.

◆17D6220-Med. green ◆17D6222-Med. brown  
◆17D6221-Black ◆17D6223-Med. blue  
◆17D6224-American beauty (rosy red)  
Each . . . . . \$19.50



**Kerrybrooke**  
OUR OWN TRADE MARK  
**FASHIONS**

**[A] SWEETHEART LAPELS \$24.50 and \$19.50    [B] PEAKED LAPELS \$24.50 and \$19.50**

Catalog numbers marked ◆ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.

c2 PAGE 7 . . COATS





**Kerrybrooke**  
FASHIONS

**[A] THE FITTED CHESTERFIELD \$29.98**

**SOFT-LINE COATS**  
**of all wool suede**  
**in graceful feminine styles**  
**.. perfect over pretty**  
**dressess, dressmaker suits ..**

**\$29.98**  
each, cash  
\$5 Monthly on Easy Terms

Our loveliest soft-line coats have the simple, un-dated lines you like so much . . yet there's something new and different about their styling. Some new models are slim-waisted. Some swing freely from bulky, padded shoulders. All have deep armholes. Fabrics are pure woolens . . smooth surfaced, quality woven. Look for color. Look for luxury accents . . whipstitched lapels, rayon velvet cuffs and collars, a touch of novelty stitching. Finer buttons, finer rayon linings. Warmly inter-lined. And, as evidence of superior making, look for the label: Kerrybrooke Fashions.

Coats on these 2 pages are available after August 1st, 1945

- [A] THE FITTED CHESTERFIELD** in smooth-textured wool suede with flared, slim-waisted cut, has long peak lapels and new smart, deep sleeves that allow nicely for wearing over suits. Rich rayon velvet forms inset collar, edges deep flange from shoulder to tucked waistline. Twin buttons. *Sizes:* 10, 12, 14, 16, 18, 20; *size scale* on page 898. *Please state size.* Shpg. wt., each, 4 lbs. 10 oz.
  - ◆ 17 D 6230—Black.....\$29.98
  - ◆ 17 D 6231—Medium gray.....\$29.98
  - ◆ 17 D 6232—Medium blue.....\$29.98
  - ◆ 17 D 6233—Medium green.....\$29.98
  
- [B] THE MODIFIED BALMACAN** with deep raglan shoulders, comes in soft, smooth-surfaced all wool suede. The rich accent of fine rayon velvet collar and deep cuffs on graceful sleeves. Novelty circular design, introduced on 2 slash pockets. Inverted pleat in back. *Sizes:* 10, 12, 14, 16, 18, 20; *see size scale* on page 898. *Please state size.* Shipping weight, each, 4 pounds 12 oz.
  - ◆ 17 D 6238—Medium gray.....\$29.98
  - ◆ 17 D 6239—Medium green.....\$29.98
  - ◆ 17 D 6240—American beauty (rosy red).....\$29.98
  - ◆ 17 D 6241—Medium blue.....\$29.98
  
- [C] THE SWEETHEART-LAPEL CHESTERFIELD** with youthful whipstitching trim on lapels and flap pockets, comes in smooth-surfaced pure wool suede, has rich rayon velvet collar, set-in sleeves with roomy armholes, 3 large buttons. Inverted pleat in back. *Sizes:* 10, 12, 14, 16, 18, 20; *scale, page 898. State size.* Shpg. wt., ea., 4 lbs. 12 oz.
  - ◆ 17 D 6246—Medium gray.....\$29.98
  - ◆ 17 D 6247—Black.....\$29.98
  - ◆ 17 D 6248—Medium brown.....\$29.98
  - ◆ 17 D 6249—American beauty (rosy red).....\$29.98





**Kerrybrooke**  
OUR OWN TRADE MARK  
**FASHIONS**

**[B] THE MODIFIED BALMACAN \$29.98**

**[C] SWEETHEART LAPEL CHESTERFIELD \$29.98**

Coats illustrated above described on opposite page

These smart coats are available on Sears Easy Terms . . \$5.00 monthly. See inside back cover for complete details. **© PAGE 9 . . COATS**





**Kerrybrooke**  
FASHIONS

**SOFT-FACED FLEECEs** are  
season-after-season  
favorites . . Youthful, classic  
styles, appropriate for  
all occasions . . appear again  
with newer cut and  
finer tailoring

**\$24<sup>98</sup>**  
each  
Our best quality

**\$17<sup>98</sup>**  
each  
Fine quality

Coats on these two pages will be  
available after August 1st, 1945.

**A** THE WRAP COAT with tie-belt, convertible club collar, 2 novel yoke flaps accenting the shoulders. Note the handsome metallic buttons, fine detail of diagonal pockets. Note neat turn of the collar, welt seaming. Deep inverted back pleat. Rayon lined, warmly interlined. *Sizes:* 10, 12, 14, 16, 18, 20; see size scale, page 898. *State size.*

*Our Best Quality* . . very fine knit-back fabric with 100% wool face, cotton back. (Face 55%, back 45%.) Warm, luxurious quality. Choice of four rich colors.

♦17 D 6258-Camel (lt. tan) ♦17 D 6260-Dark brown  
♦17 D 6259-Med. blue ♦17 D 6261-Black

Shipping weight, each, 5 lbs. 12 oz. . . . Each \$24.98

*Our Fine Quality* . . all wool woven fleece. Shipping weight, 4 pounds 14 ounces.

♦17 D 6262-Camel (light tan) . . . . . \$17.98  
♦17 D 6263-Medium brown . . . . . \$17.98

**B** THE BOY COAT . . popular double-breasted style with flattering softness in rounded lapels and button-over convertible collar. Skillful handling of smooth turned collar, nicely rounded shoulders, careful seaming. Well-set flaps add to smart appearance of this trim, wear-everywhere garment. Lined with rayon and warmly interlined. *Sizes:* 10, 12, 14, 16, 18, 20; see size scale, page 898. *State size.*

*Our Best Quality* . . very fine knit-back fabric with 100% wool face, cotton back. (Face 55%, back 45%.) Warm, luxurious quality. Choice of rich colors.

♦17 D 6278-Camel (lt. tan) ♦17 D 6280-Dark brown  
♦17 D 6279-Med. green ♦17 D 6281-Med. blue

Shipping weight, each, 5 lbs. 12 oz. . . . Each \$24.98

*Our Fine Quality* . . all wool woven fleece. Shipping weight, 4 lbs. 14 ounces.

♦17 D 6282-Camel (light tan) . . . . . \$17.98  
♦17 D 6283-Medium blue . . . . . \$17.98

**C** THE BALMACAN . . with smart effect of self-material arrowheads accenting 2 deep slash pockets, new boyish convertible club collar. 4 large buttons, welted pocket and shoulder seams, crisp tailored lines everywhere. Rayon lined and warmly interlined. *Sizes:* 10, 12, 14, 16, 18, 20; size scale on page 898. *Please state size.*

*Our Best Quality* . . very fine knit-back fabric with 100% wool face, cotton back. (Face 55%, back 45%.) Warm, luxurious quality. Choice of four rich colors.

♦17 D 6268-Camel (lt. tan) ♦17 D 6270-Med. blue  
♦17 D 6269-Dark brown ♦17 D 6271-Med. gray

Shipping weight, each, 5 lbs. 12 oz. . . . Each \$24.98

*Our Fine Quality* . . all wool woven fleece. Shipping weight, 4 pounds 14 ounces.

♦17 D 6272-Camel (light tan) . . . . . \$17.98  
♦17 D 6273-Medium brown . . . . . \$17.98

**A** THE WRAP COAT with tie-belt, \$24.98 and \$17.98





**Kerrybrooke**  
OUR OWN TRADE MARK  
**FASHIONS**

**[B] THE DOUBLE-BREASTED BOY COAT \$24.98 and \$17.98**

**[C] THE BALMACAAN with arrowhead trim, \$24.98 and \$17.98**

Why not buy your coat on convenient Easy Terms? See inside back cover for complete details.

c<sub>2</sub> PAGE 11 . . COATS





**FURRED CASUALS** give that envied look of luxury. Soft, downy fleeces trimmed with lavish furs in boxy or fitted style, slip on smoothly over 2-pc. suits, dresses

**\$39.98**

each, cash \$5 monthly on Easy Terms

What is Winter without a big splash of fur on your coat? By all means have a big saucer collar of luxurious lynx-dyed wolf, or a deep, handsome collar of rich, long-wearing raccoon. Have boxy or fitted lines, but have the trimming of flattering fur that gives your coat elegance. Fully rayon lined. Warmly interlined.

These coats available after Aug. 1st, 1945

- [A] THE BOX COAT with new flange treatment, at left, has a big saucer collar of lynx-dyed wolf. Tailored in warm wool fleece, it gets its new look from deep flange down either side front, ending in 2 slash pockets. Many gores. Raised seams. *Sizes:* 10, 12, 14, 16, 18, 20; scale below. *Please state size.* Shpg. wt., 5 lbs.  
 ♦ 17 D 6305—Beige (lt. tan) .....\$39.98  
 ♦ 17 D 6306—Light blue .....\$39.98
- [B] THE FITTED SPORT COAT, has a deep handsome collar of genuine raccoon, one of the most durable and handsome furs. The warm wool fleece is tailored on fitted lines, with flared gores. Set-in sleeves have wide armholes for easy fit. 2 diagonal-set pockets. *Sizes:* 10, 12, 14, 16, 18, 20; size scale below. *Please state size.* Shpg. wt., 5 lbs.  
 ♦ 17 D 6307—Beige (lt. tan) .....\$39.98  
 ♦ 17 D 6308—Light blue .....\$39.98

**Size scale for Misses' Coats**

Boxy coats fit loosely. Order regular size, not a larger size. Measure bust, waist, hips 7 inches below waist. Check size scale below with your measurements.

Order size:	10	12	14	16	18	20
If hips are:	34	35	36½	38	39½	41
If waist is:	24	25½	27	28½	30	32
If bust is:	31	32½	34	35½	37	39
Coat length:	41	41½	42	42½	43	43½

Fitted coats in lengths above.  
 Boxy coats 1 in. shorter, each size.

[A] THE FLANGE COAT \$39.98

[B] FITTED SPORT COAT \$39.98

12-14... SEARS, ROEBUCK AND CO. c Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.



**Ready for a smart  
appearance in any  
weather . . our trim  
tailored-to-perfection  
RAINCOATS . . classic  
trench coat style . .  
or softly feminine  
dressmaker coat**

- Fine-woven cotton-and-rayon twill
- Fabrics treated to resist water
- Tailored by top-ranking makers
- Deep facings, generous over-laps
- Stay-buttons make buttons secure
- Deep arm-holes for over-suit wear
- Tape reinforcing at strain points
- Deep and protective yoke linings

These raincoats available after Aug. 1st, 1945

**\$13.98**

**[A] THE TRENCH COAT**, a double-breasted military style, belted and pocketed, with raglan shoulders, convertible collar, button-over flaps, closed vent back pleat. *Sizes:* 10, 12, 14, 16, 18, 20; see size scale on page 898. *Please state size.* Shipping weight, 2 pounds 6 ounces.

*Fine-woven twill*, dull cotton topside, shimmery rayon satin inside makes it easy to slip into.

- ♦ 17 D 6958—Medium tan . . . . . \$13.98
- ♦ 17 D 6959—Medium blue . . . . . \$13.98
- ♦ 17 D 6960—Black . . . . . \$13.98

**\$14.98**

**[B] THE DRESSMAKER COAT** has a snug waist-slimming belt, bulky raglan shoulders to give it the wanted new broad-shoulder look. Soft, feminine . . it is a top-flight fashion. *Sizes:* 10, 12, 14, 16, 18, 20; size scale on page 898. *Please state size.* Shipping weight, 2 pounds 10 oz. *Satin-smooth twill*—shimmery rayon outside; cotton poplin inside.

- ♦ 17 D 6955—Medium tan . . . . . \$14.98
- ♦ 17 D 6956—Navy blue . . . . . \$14.98
- ♦ 17 D 6957—Black . . . . . \$14.98

Why not get a complete Fall wardrobe at Sears? Easy Terms are available if your order totals \$10 or more, see our inside back cover for complete details.



**[A] THE TRENCH COAT \$13.98**

**[B] DRESSMAKER COAT \$14.98**

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.

c. PAGE 15 . . COATS





There's a flattering softness, a rich gleam, and a deep luxurious texture in these smartly styled cloth **WINTER COATS**... one looks like Persian Lamb (sizes 10 to 20)... one looks like Hudson Seal (sizes 12 to 20, 34 to 52)

Available after August 1st, 1945

- Set-in sleeves with deep armholes
- Sleeves and shoulder lining yoke
- 2 deep reinforced lined pockets
- Cozy cotton jersey wristlets
- Linings are carefully sewn in
- Extra warm, complete interlining

**\$29.98 and \$22.98**

**A** OUR FITTED COAT in fabric that looks like Persian lamb, with rich, glossy curling wool pile, cotton back (72% face, 28% back). It has a flared skirt, double tucks at either side of back at waistline. The rolled collar can be buttoned high for extra warmth, or worn in a long roll to waistline. Fully lined. Interlined. *Sizes:* 10, 12, 14, 16, 18, 20; *scale, page 898.* *State size.* Shpg. wt., each, 6 lbs. 12 oz.

◆ 17 D 6313—Black ..... \$29.98

Same style, same sizes in Our Thrift-Priced Fitted Coat of all wool face, cotton back (68% face, 32% back).

◆ 17 D 6314—Black ..... \$22.98

Women's sizes **\$22.98** Misses' sizes **\$19.98**

**B** OUR BOX COAT in fabric that looks like Hudson Seal, with deep pile rayon face and cotton back (70% face, 30% back). A lovely, long-wearing quality, rich and glossy black. It has a novelty neck-closing and a handsome quilted rayon lining. Warmly interlined. Wear it for warmth, beauty. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; *scale, page 898.* *Please state size.* Shpg. wt., each, 6 lbs. 12 oz.

◆ 17 D 6500—Black ..... \$22.98

Same style, Misses' sizes: 12, 14, 16, 18, 20; *scale, page 898.* *Please state size.*

◆ 17 D 6315—Black ..... \$19.98

**A** FITTED COAT **\$29.98 and \$22.98**

**B** BOX COAT **\$22.98; and \$19.98**  
Women's Misses'



**Grand for the games..  
the fur-like, deep pile  
is pure wool... they're  
young, casual, warm..**

**our newest  
TEDDY BEAR COATS..**

**one with huge cuffs  
cardigan neck..  
one trimmed with  
contrasting wool..**

Available after August 1st, 1945

What girl doesn't love to snuggle into a deep-piled Teddy Bear coat especially when it has loads of good looks and style in every line? These are grandstand coats with contrasting wool trimming, novelty buttons, cable stitching—our popular cardigan type with huge cuffs.

**\$24.98** each

**[A]** THE BOX COAT with deep rich fur-like pile of pure wool on cotton back (face 58%, back 42%). Contrasting red wool trims collar, pockets, center front and center sleeve, where smart red cable stitching adds a fashion touch. Novelty buttons show against front wool panel, repeat on wool cuffs. Set-in sleeves have easy-fitting armholes. Fully lined; interlined. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 898. *State size.* Shpg. wt., 4 lbs. 12 oz.  
♦ 17 D 6309—Grayish brown . . . . \$24.98  
♦ 17 D 6310—Dark brown . . . . \$24.98

**[B]** THE CARDIGAN COAT with giant cuffs. Warm, fur-like fabric with deep, heavy pile of pure wool, cotton back. (Face 58%, back 42%). Easy-fitting set-in sleeves, roomy slash pockets. Warm and cozy on the coldest day . . so it's a grand coat for the games. Fully lined; interlined. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 898. *Please state size.* Shpg. wt., 4 lbs. 14 oz.  
♦ 17 D 6311—Grayish brown . . . . \$24.98  
♦ 17 D 6312—Dark brown . . . . \$24.98

Catalog numbers marked ♦ shipped from Philadelphia. Order and pay postage from Sears nearest mail order house.



**[A] THE BOX COAT \$24.98**

**[B] THE CARDIGAN COAT \$24.98**





**Kerrybrooke**  
FASHIONS

**You get all  
the richness of real  
fur coat styling  
in our CUFF COAT . .  
made of deep-piled  
fabric that looks  
like Persian Lamb**

This coat available after August 1st, 1945

- Set-in sleeves with deep armholes
- Two deep reinforced lined pockets
- Cotton jersey windbreaker wristlets
- Deep cuffs are firmly sewn in place
- Braid where lining and fabric join
- Linings are carefully sewn into coats
- Extra warm and complete interlinings

**\$29.98** cash

\$5 Monthly on Easy Terms

OUR BEST CUFF COAT comes in a deep-piled fabric with an all wool face and cotton back (72% face, 28% back). It has a beautiful rayon lining, and protective arm-shields. A lovely long-wearing quality—glossy black, tiny tight curls. Count on it for warmth and long-term beauty. *Sizes: 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; size scale, page 21. Please state size.* Shipping weight, 6 pounds 14 ounces.

◆17 D 6501—Black . . . . . \$29.98

**\$22.98**

THRIFT-PRICED CUFF COAT comes in a deep-piled fabric with an all wool face and cotton back (face 68%, back 32%). Tight black curls, a really remarkable job of resembling Persian lamb. The lining is a handsome rayon quilted one. A fine coat at a typical Sears price. *Sizes: 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; see size scale, page 21. Please state size.* Shpg. wt., 6 lbs. 8 oz.

◆17 D 6502—Black . . . . . \$22.98

Catalog numbers marked ◆ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.

These coats available on Sears Easy Terms. See inside back cover for details of Sears Easy Payment Plan.



**A woman's  
Companion Suit and  
Coat of soft, casual  
ALL WOOL TWEED...  
perfect together...yet  
each can be teamed  
with other things...  
Priced at... \$16<sup>98</sup><sub>each</sub>**

Available after August 1st, 1945

THE SUIT a perfect classic, comes in a soft, casual all wool tweed. Jacket has smart peak lapels, classic collar, 2 stitched flap pockets, 2 gored back, darts for fine fit. Slim gored skirt has inverted pleat front and back for easy stride. Placket closing is smooth. Jacket is fully rayon lined. *Sizes:* 34, 36, 38, 40, 42, 44; scale below. *Please state size.* Shpg. wt., 3 lbs. 4 oz.  
♦17 D 6708 M—Light tan .....\$16.98  
♦17 D 6710 M—Med. clear blue ..\$16.98

THE CLASSIC COAT in the same soft, casual all wool tweed to match the suit, has stitched collar, peaked lapels, 2 roomy stitched flap pockets. Note fine detail of welt seams on shoulder and sleeve, down center back. Open back vent. Rayon lined and warmly interlined. *Sizes:* 34, 36, 38, 40, 42, 44; scale, page 898. *Please state size.* Shipping weight, 3 pounds 6 ounces.  
♦17 D 6709 M—Light tan .....\$16.98  
♦17 D 6711 M—Med. clear blue ...\$16.98

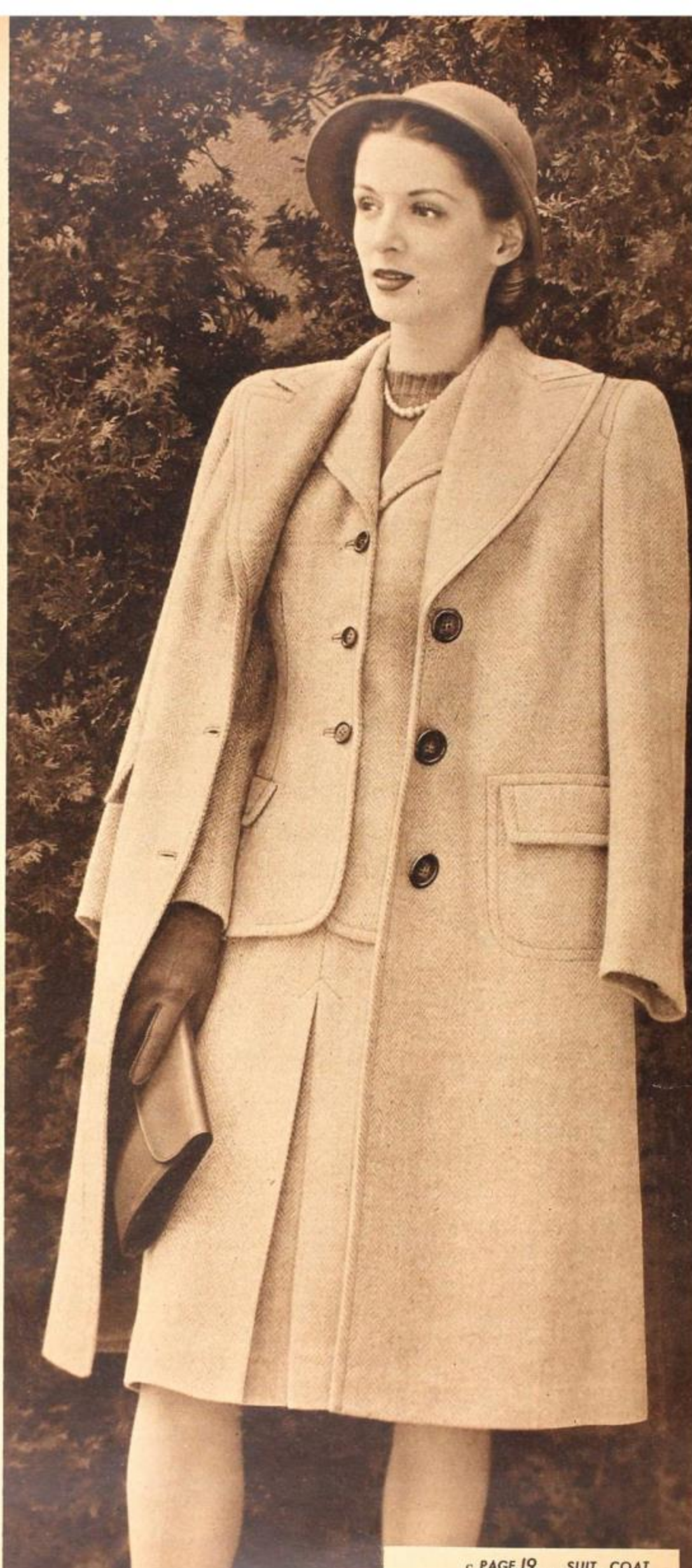
**Size Scale for Women's Suits**

Order size:...	34	36	38	40	42	44
If hips are:...	38½	40½	42½	44½	46½	48½ in.
If waist is:...	30	32	34	36	38	40 in.
If bust is:...	36	38	40	42	44	46 in.
Skirt length:...	26	26	26½	26½	27	27 in.

Catalog numbers marked ♦ shipped from Philadelphia. Order and pay postage from Sears nearest mail order house.

**Sears Easy Terms are available**

Why not order your suit and coat on Sears Easy Terms? ⅓ down—the balance in monthly payments. For complete details about opening an Easy Payment account, see inside back cover of this catalog.





**Fine all wool**  
**CASUAL COATS** with  
*youthful atmosphere*  
*are fashioned for*  
*the woman's figure..*  
**They come in**  
**sizes all the way**  
**from 34 to 52..**

Coats on this page are available after August 1st, 1945.

**\$26.98** cash

\$5 monthly on Easy Terms

**[A] THE SWEETHEART LAPEL BOX COAT** comes in warm all wool fleece, soft deep-surfaced variety that holds warmth, takes wear. We've had the youthful sweetheart lapels, collar and cuffs gayly whip-stitched—added soft flange shoulders to give a new broader line, deep armholes for easy fit. Slash pockets; cuffs for style. Center back seam has deep inverted pleat. Welted seams. Fine rayon lining and warmly interlined. *Sizes: 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; size scale on opposite page. Please state size. Shpg. wt., 5 lbs., 2 oz.*

◆17D6512—Medium brown....\$26.98  
 ◆17D6513—Medium soft blue...\$26.98  
 ◆17D6514—Medium green.....\$26.98

Our best quality **\$26.98** cash

\$5 monthly on Easy Terms

**[B] THE PEAKED LAPEL CHESTERFIELD** comes in a fine suede-like wool. See the way this coat keeps its young looks with wide peaked lapels, well-turned rayon velvet collar, 2 flap pockets. Fine details like welt seams, sleeves set into deep armholes for easy fit. Center back seam has inverted pleat. Lining is fine rayon. Warm interlining. *Sizes: 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; scale opposite page. State size. Shipping weight, 5 pounds 2 ounces.*

*Our Best Quality*—handsome, finely made.

◆17D6503—Black ◆17D6505—Med. brown  
 ◆17D6504—Med. green. Each....\$26.98

*Our Fine Quality*—not quite the same grade as above, but a wonderful coat, in soft monotone wool.

◆17D6506—Black ◆17D6508—Med. brown  
 ◆17D6507—Med. green. Each....\$19.98

Catalog numbers marked ◆ shipped from Philadelphia. Order and pay postage from Sears nearest mail order house. All coats are available on Sears Easy Terms ... see details on inside back cover.

**[A] THE BOX COAT \$26.98**

**[B] THE CHESTERFIELD \$26.98 or \$19.98**



**Our newest  
DRESS COATS have  
broader shoulder  
lines . . a nipped-in  
waist . . and easy-  
fitting flattery for  
every woman's figure**

**Sizes: 34 to 52**

Coats on this page are available after August 1st, 1945.

Our best quality **\$26.98** cash  
\$5 monthly on Easy Terms

**A THE TWIN-BUTTONED, FITTED DRESS COAT** comes in handsome, smooth-textured suede-like wool with tucks set in at waist to give the new slim-waisted look . . a flared, many-gored skirt. Consider these features: softly rounded notched collar, notched flange. Set-in sleeves with cuffs; 2 slash pockets. Rayon lined. Warmly interlined. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; scale below. *State size.* Shpg. wt., 4 lbs., 14 oz.

*Our Best Quality*—handsome, finely made.  
♦ 17 D 6518—Black ♦ 17 D 6520—Med. blue  
♦ 17 D 6519—Dk. green Each . . . \$26.98

*Our Fine Quality*—Handsome and durable in soft monotone wool.  
♦ 17 D 6521—Black ♦ 17 D 6523—Med. blue  
♦ 17 D 6522—Dk. green Each . . . \$19.98

**\$29.98** cash

\$5 monthly on Easy Terms

**B THE FITTED DRESS COAT WITH WOOL EMBROIDERY** from shoulder to waist is beautifully tailored in a fine suede-like all wool. Think of the luxury of soft wool embroidery on a coat with flared gored skirt, youthful nipped-in effect at waist, small rounded notched collar. Self-covered buttons; set-in sleeves. Finest rayon lining, warmly interlined. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; scale below. *Please state size.* Shipping weight, 4 pounds, 14 ounces.  
♦ 17 D 6527—Black . . . \$29.98  
♦ 17 D 6528—Medium blue . . . \$29.98  
♦ 17 D 6529—Medium brown . . . \$29.98

For loose-fitting coats . . state size, but measure when ordering. Make no allowances for even as little as one inch variation from scales. Do not measure hips for boxy coats.

**Size Scale for Women's Coats**

**Order size:** 34 36 38 40 42 44  
**If bust is:** 36 38 40 42 44 46 in.  
**If hips are:** 38½ 40½ 42½ 44½ 46½ 48½ in.  
**Fitted coat:** 43 43½ 44 44½ 45 45½ in.

**Size Scale for Larger Women's Coats**

**Order size:** 46 48 50 52  
**If bust is:** 47 49 51 53 in.  
**If hips are:** 49½ 51½ 53½ 55 in.  
**Fitted coat length:** 45½ 46 46½ 47 in.  
Loose-fitting coats run about 1-inch shorter



**A TWIN-BUTTONED \$26.98 and \$19.98**

**B WOOL-EMBROIDERED \$29.98**





Depend on Sears reliability  
when you choose your new

## Fur Coat

conveniently available  
on Sears Easy Terms

Sears Fine Furs give you the most value for your investment, in glamour . . . wonderful warmth . . . long-term wear. Styled in good taste, smart for seasons to come, designed for every age and income . . . any coat chosen assures certain satisfaction, for the price, backed by Sears, Roebuck and Co.'s 59 year old reputation for reliability.

**Easy Terms** allow you to pay  $\frac{1}{3}$  down, the balance in convenient monthly payments. It's simple to open an account . . . see inside back cover for details.

**Prime Pelts**, the cream of the catch, are carefully selected by Sears fur experts. Their knowledge guarantees best dollar for dollar Sears value at the price paid. Skins used are full-furred, supple and strong, assuring better wear, lasting beauty.

**Superb Styling** emphasizes what's wearable as well as what's new, assures enduring smartness. Easy-fitting swaggers with full-draped backs, luxurious wide sleeves, dramatic extended shoulders, flattering tuxedo panels—they're all here, versions for every type, Junior to matron, in wonderful new blends.

**Quality Craftsmanship** done to strict Sears specifications assures certain satisfaction. This includes superior blending . . . expert matching of skins . . . use of more skins per coat. Fine construction details: strong seams reinforced at all points of strain, fine rayon linings, interlinings, armshields, quality trimmings.

**Precious PERSIAN LAMB**  
lustrous, jet black, tight curled,  
a wonder for wear, styled by  
Sears in front-page fashions . .  
smart for seasons to come . .  
masterfully worked in famous  
Hollander Featherlite skins

**\$406.80** each, cash

Price includes 20% Federal Excise Tax  
\$140.00 down; \$24.50 monthly on Easy Terms

**A** **WIDE SLEEVE TUXEDO** with deep turn-back cuffs. Talked-about silhouette in supple, tight curl Hollander Featherlite Persian. Perfect for all occasions, every age—assures wonderful wear and warmth. Features full-draping sleeves with extra wide convertible cuffs and comfortable deep armholes. Note clever cardigan neckline and saddle shoulders. Two slash pockets. Converts to closed cardigan neckline swagger. Rayon lined, interlined. Armshields, sleeve windshields. Sizes: 12, 14, 16, 18, 20 and 38, 40, 42, 44; size scale below. *Please state size.* Shipping weight, 9 pounds. ♦74 D 0314E—Black Persian Lamb.

(20% Federal Excise Tax included) . . . . . Cash **\$406.80**  
\$140.00 down; \$24.50 monthly on Easy Terms

**B** **EASY DRAPE TUXEDO** with new balloon sleeves—dramatic, wonderfully warm. Only superb Hollander-dyed Featherlite Persian details so magnificently. Has the new free, ripple back with smart saddle shoulders releasing soft fullness in yoke effect, front and back. New cardigan neckline. Luxurious push-up sleeves have deep armholes to slide easily over suits. Two slash pockets. Converts to closed collarless swagger. Rayon lined; interlined. Armshields. Sizes: 12, 14, 16, 18, 20; size scale below. *Please state size.* Shipping weight, 9 pounds.

♦74 D 0315E—Black Persian Lamb.  
(20% Federal Excise Tax included) . . . . . Cash **\$406.80**  
\$140.00 down; \$24.50 monthly on Easy Terms

Catalog numbers marked ♦ shipped from Philadelphia. Order and pay postage from Sears nearest mail order house. For description of hats, see our Millinery pages.

Misses' Size Scale						
Order size: . . . . .	10	12	14	16	18	20
If hips are: . . . . .	34	35	36½	38	39½	41 in.
If waist is: . . . . .	24	25½	27	28½	30	32 in.
If bust is: . . . . .	31	32½	34	35½	37	39 in.

Women's Size Scale				
Order size: . . . . .	38	40	42	44
If hips are: . . . . .	42½	44½	46½	48½ in.
If waist is: . . . . .	34	36	38	40 in.
If bust is: . . . . .	40	42	44	46 in.





A

B



**We're proud of the  
superior construction in these  
lovely, long-lived MUSKRATS  
styled for every age . . .  
in silvery natural color,  
sable-tone and glorious  
Hollander-dyed mink brown**

**[A] NATURAL MUSKRAT BOX COAT** . . a favorite for wear, warmth . . in silvery Southern Muskrat flanks, with pale tan overtones. Casual, young in spirit—has stunning tuxedo front, soft shirred yoke-effect shoulders, wide sleeves with turn-back cuffs. Convertible. Rayon lined; interlined. *Sizes:* 10, 12, 14, 16, 18, 20 and 38; size scale, page 22. *Please state size.* Shipping weight, 6 lbs.

♦74 D 0316E—Natural Muskrat  
(20% Federal Excise Tax included) . . . . . \$190.80  
\$65.50 down; \$12.00 monthly on Easy Terms

Coat styles B and C come in 3 qualities

**Good Quality** . . Glossy, full-furred Southern Back Muskrat. Strong, durable pelts dyed a dark sable-brown shade.

**Better Quality** . . Thicker, softer, richer Southern Back Muskrat, Hollander blended to lustrous mink brown.

**Best Quality** . . Finest Northern Back Muskrat. Densely furred, Hollander dyed for best wear, lovely mink tone.

**[B] FULL SWING TUXEDO WITH SADDLE SHOULDERS** . . outstanding style, fur and color of the moment. Glossy dark sable-dyed, and precious Hollander-dyed mink brown tones become every type, go with all colors. The densely furred silky muskrat pelts are expertly blended, reinforced at points of wear for lasting loveliness. Full-draping style is ideal with suits, dressy clothes. Deep armhole sleeves have turn-back cuffs. Cardigan neckline can button high. Rayon lined; interlined. *Sizes:* 10, 12, 14, 16, 18, 20; scale, page 22. *State size.* Shpg. wt., each, 7 lbs.

♦74 D 0317E—**Good Quality**. Sable-dyed Muskrat.  
(20% Federal Excise Tax included) . . . . . Cash \$214.80  
\$74.00 down; \$14.00 monthly on Easy Terms

♦74 D 0318E—**Better Quality**. Mink-dyed Muskrat.  
(20% Federal Excise Tax included) . . . . . Cash \$250.80  
\$86.00 down; \$15.00 monthly on Easy Terms

♦74 D 0319E—**Best Quality**. Mink-dyed Muskrat.  
(20% Federal Excise Tax included) . . . . . Cash \$322.80  
\$111.00 down; \$19.50 monthly on Easy Terms

**[C] CLASSIC TUXEDO WITH TURN-BACK CUFFS** . . one of our most wearable, versatile coats for misses, women. Simple lines show off the beauty of soft, supple muskrat, dyed a dark sable brown or quality blended by Hollander to that prized mink brown. Full lines spell graceful fit, plain shoulder is very becoming. Superior workmanship gives you long service. Worn closed, has small roll collar. Rayon lined; interlined. Armshields, sleeve windshields. *Sizes:* 12, 14, 16, 18, 20 and 38, 40, 42, 44; size scale, page 22. *Please state size.* Shipping wt., ea., 8 pounds.

♦74 D 0320E—**Good Quality**. Sable-dyed Muskrat.  
(20% Federal Excise Tax included) . . . . . Cash \$214.80  
\$74.00 down; \$14.00 monthly on Easy Terms

♦74 D 0321E—**Better Quality**. Mink-dyed Muskrat.  
(20% Federal Excise Tax included) . . . . . Cash \$250.80  
\$86.00 down; \$15.00 monthly on Easy Terms

♦74 D 0322E—**Best Quality**. Mink-dyed Muskrat.  
(20% Federal Excise Tax included) . . . . . Cash \$322.80  
\$111.00 down; \$19.50 monthly on Easy Terms

Glamorous furs can be bought conveniently  
on Sears Easy Terms. See inside back cover



**Kerrybrooke**  
FASHIONS

**[A] NATURAL MUSKRAT BOX COAT Cash \$190.80 (tax included)**





**Kerrybrooke**  
OUR OWN TRADE MARK  
**FASHIONS**

**[B] FULL SWING TUXEDO** in 3 qualities  
 Cash **\$214.80, \$250.80 and \$322.80** (tax included)

**[C] CLASSIC TUXEDO** in 3 qualities  
 Cash **\$214.80, \$250.80 and \$322.80** (tax included)

Garments shown above are described on opposite page

c PAGE 25 . . COATS



**MINK-DYED MARMOT**  
**Marvelous, Hollander**  
**blended skins with the luxury**  
**look and warm brown tone**  
**of real mink . . superbly**  
**Sears-styled, they're wise**  
**investments in warmth**  
**and wear \$202.80**  
cash

Price includes 20% Federal Excise Tax  
 \$70.00 down; \$13.00 monthly on Easy Terms

**[A] SHAWL COLLAR COAT**, wonderful all around style for women. Simple boxy lines flatter the figure, go smartly with all clothes. Expertly worked in well-matched, full-furred marmot skins, Hollander-blended to a glossy deep rich mink brown. Sleeves have new turn-back cuffs, shoulders are soft, becoming. Two convenient slash pockets. Rayon lined; interlined. Inside armshields. Sleeve windshields. *Sizes: 16, 18, 20 and 38, 40, 42, 44. Size scale, page 898. Please state size. Shpg. wt., 9 pounds.*

♦ 74 D 0323E—Mink-dyed Marmot.  
 (20% Federal Excise Tax included) . . . . . Cash \$202.80  
 \$70.00 down; \$13.00 monthly on Easy Terms

**[B] SADDLE SHOULDER TUXEDO COAT** combines the luxury of glowing lustrous mink-brown marmot in superb Hollander-dyed skins with the easy grace of full, rippling lines. Unusual saddle detailing lends shoulder interest, full draped sleeves have turn-back cuffs. Deep armholes slide easily over suits. Converts to closed, tiny rounded collar style. 2 slot pockets at sides. Rayon lined; interlined. *Sizes: 10, 12, 14, 16, 18, 20. Size scale, page 898. Please state size. Shipping weight, 9 pounds.*

♦ 74 D 0324E—Mink-dyed Marmot.  
 (20% Federal Excise Tax included) . . . . . Cash \$202.80  
 \$70.00 down; \$13.00 monthly on Easy Terms

**[C] WIDE REVERS TUXEDO** tells a smart style story in its easy fitting, full draped lines, in those lavish, wide sleeves with generous turn-back cuffs. Looks like fabulous mink, in quality-famous Hollander skins blended to a flattering goes-with-everything mink brown. Two pockets. Epaulet shoulders, deep armholes. Converts to closed collarless coat. Rayon lined; interlined. Inside armshields. Sleeve windshields. *Sizes: 10, 12, 14, 16, 18, 20 and 38, 40; Size scale, page 898. Please state size. Shipping weight, 9 pounds.*

♦ 74 D 0325E—Mink-dyed Marmot.  
 (20% Federal Excise Tax included) . . . . . Cash \$202.80  
 \$70.00 down; \$13.00 monthly on Easy Terms

Catalog numbers marked ♦ shipped from Philadelphia.  
 Order, pay postage from Sears nearest mail order house.  
 For description of hats, see our Millinery Pages.

Your fur coat, too, can be purchased the Easy  
 Terms way. See inside back cover for details.



**Kerrybrooke**  
OUR COATS ARE MADE  
**FASHIONS**

**[A] SHAWL COLLAR COAT**, cash **\$202.80** (tax included)  
 \$70.00 down; \$13.00 monthly on Easy Terms





**Kerrybrooke**  
FASHIONS

**[B]** SADDLE SHOULDER TUXEDO COAT, cash **\$202.80** (tax included)  
\$70.00 down; \$13.00 monthly on Easy Terms

**[C]** WIDE REVERS TUXEDO COAT, cash **\$202.80** (tax included)  
\$70.00 down; \$13.00 monthly on Easy Terms

For descriptions of coats above, see opposite page.

c 27. . FUR COATS



**Top new fur fashions  
in richly blended mink—or  
the darker sable-dyed CONEY . .  
rippling fullness, saddle  
shoulders . . cardigan necklines,  
at pin-money prices**

**Good Quality**—Prime, sturdy pelts, well blended to deep sable or mink brown, reinforced at points of strain.

**Better Quality**—Finer, more supple skins, deep piled, skillfully dyed to glowing, rich sable or mink brown.

**Best Quality**—Most densely furred, best-wearing skins. Superior blending means lasting, lovely sable or mink tones.

- A** FULL SWAGGER WITH BISHOP SLEEVES, for women who want good wear, these quality-conscious dyed coneys in popular deep brown tones stand up superbly. Tight cuffed, full-draped bishop sleeve is very new, also the extended flange shoulder. Luxuriously full sweeping lines. Convertible to closed collarless style. Rayon lined, interlined. *Sizes: 10, 12, 14, 16, 18, 20; see size scale on page 898. Please state size. Shpg. wt., each, 8 lbs.*

**Good Quality Coney.** \$24.50 down; \$5.00 monthly on Easy Terms

♦74 D 0326E—Sable-dyed. 20% Fed. Tax included. Cash \$70.80

♦74 D 0327E—Mink-dyed. 20% Fed. Tax included. Cash \$70.80

**Better Quality Coney.** \$33.00 down; \$6.00 monthly on Easy Terms

♦74 D 0328E—Sable-dyed. 20% Fed. Tax included. Cash \$94.80

♦74 D 0329E—Mink-dyed. 20% Fed. Tax included. Cash \$94.80

**Best Quality Coney.** \$41.00 down; \$8.00 monthly on Easy Terms

♦74 D 0330E—Sable-dyed. 20% Fed. Tax included. Cash \$118.80

♦74 D 0331E—Mink-dyed. 20% Fed. Tax included. Cash \$118.80

- B** TUXEDO STYLE, TURN-BACK CUFFS, extremely becoming for women or misses. Slimming tuxedo front . . with plain shoulder. Soft-draping coney, dyed and striped like costly mink or sable, is one of the most practical furs for general wear. Converts to small, roll-collar style. Rayon lined, interlined. *Sizes: 10, 12, 14, 16, 18, 20 and 38, 40, 42, 44; see size scale on page 898. Please state size. Shipping weight, each, 8 pounds.*

**Good Quality Coney.** \$24.50 down; \$5.00 monthly on Easy Terms

♦74 D 0332E—Sable-dyed. 20% Fed. Tax included. Cash \$70.80

♦74 D 0333E—Mink-dyed. 20% Fed. Tax included. Cash \$70.80

**Better Quality Coney.** \$33.00 down; \$6.00 monthly on Easy Terms

♦74 D 0334E—Sable-dyed. 20% Fed. Tax included. Cash \$94.80

♦74 D 0335E—Mink-dyed. 20% Fed. Tax included. Cash \$94.80

**Best Quality Coney.** \$41.00 down; \$8.00 monthly on Easy Terms

♦74 D 0336E—Sable-dyed. 20% Fed. Tax included. Cash \$118.80

♦74 D 0337E—Mink-dyed. 20% Fed. Tax included. Cash \$118.80

- C** SADDLE SHOULDER SWAGGER, excellent wear, snug warmth, smart style all in one. Prime, full-furred coney skins dyed the glistening deep brown of mink or sable are exceptionally durable. Tuxedo style has the new saddle shoulders and popular turn-back cuffs. Converts to small, roll-collar style. Rayon lined, interlined. *Sizes: 10, 12, 14, 16, 18, 20 and 38, 40; see size scale on page 898. Please state size. Shipping weight, each, 8 lbs.*

**Good Quality Coney.** \$24.50 down; \$5.00 monthly on Easy Terms

♦74 D 0338E—Sable-dyed. 20% Fed. Tax included. Cash \$70.80

♦74 D 0339E—Mink-dyed. 20% Fed. Tax included. Cash \$70.80

**Better Quality Coney.** \$33.00 down; \$6.00 monthly on Easy Terms

♦74 D 0340E—Sable-dyed. 20% Fed. Tax included. Cash \$94.80

♦74 D 0341E—Mink-dyed. 20% Fed. Tax included. Cash \$94.80

**Best Quality Coney.** \$41.00 down; \$8.00 monthly on Easy Terms

♦74 D 0342E—Sable-dyed. 20% Fed. Tax included. Cash \$118.80

♦74 D 0343E—Mink-dyed. 20% Fed. Tax included. Cash \$118.80

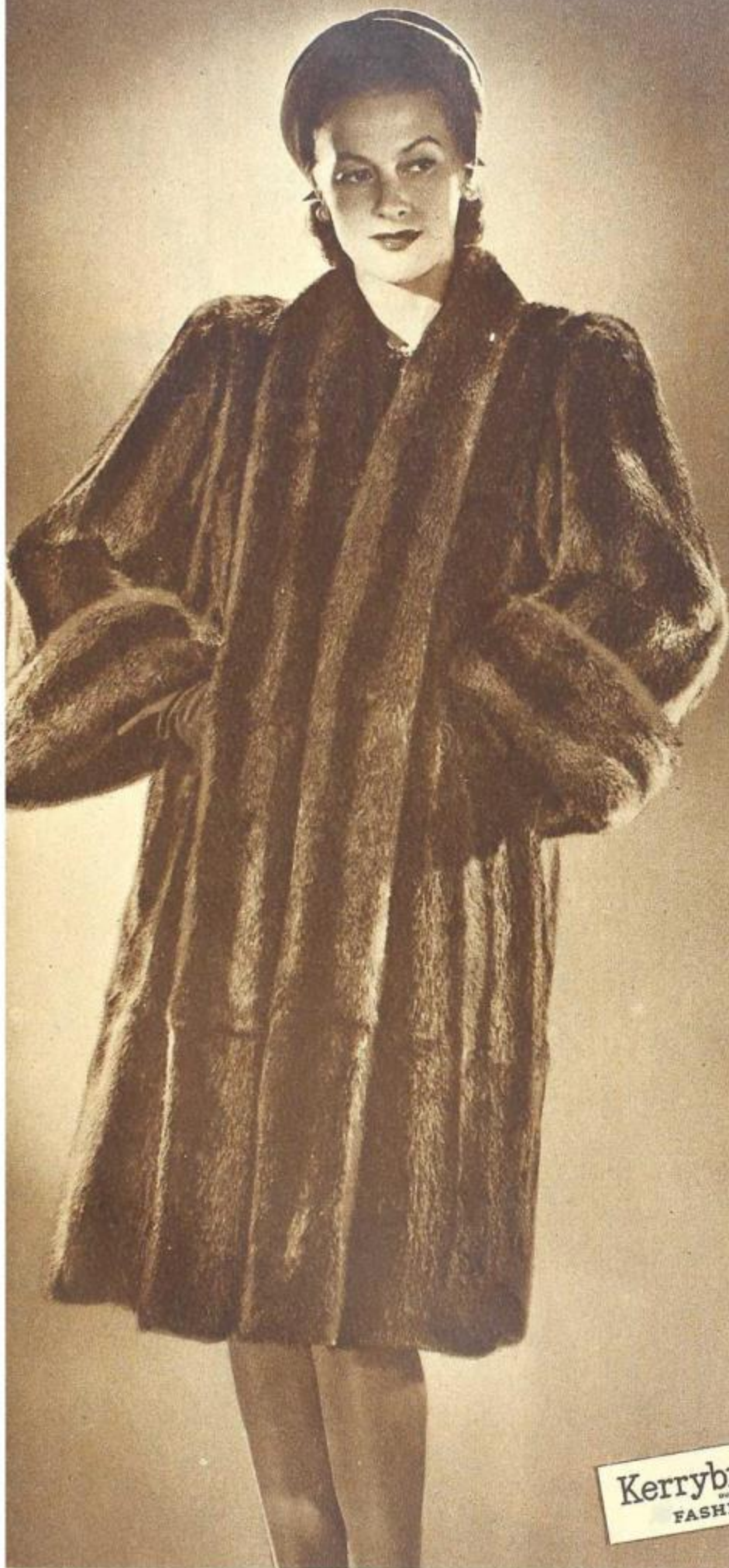
For descriptions of hats, see our Millinery pages.



**Kerrybrooke**  
OUR OWN TRADE MARK  
FASHIONS

- A** FULL SWAGGER WITH BISHOP SLEEVES in 3 qualities  
Cash \$70.80, \$94.80 and \$118.80 (tax included)





**Kerrybrooke**  
OUR OWN TRADE MARK  
**FASHIONS**

**B** TUXEDO STYLE, TURN-BACK CUFFS in 3 qualities  
 Cash \$70.80, \$94.80 and \$118.80 (tax included)

**C** SADDLE SHOULDER SWAGGER in 3 qualities  
 Cash \$70.80, \$94.80 and \$118.80 (tax included)

*Coats illustrated above described on opposite page*

You can budget your fur coat, too, on Sears Easy Payment Plan. See inside back cover for details.

c PAGE 29 .. FUR COATS



Look what we've done with color  
in our **DYED CONEY COATS** . .  
a fashion find at this Sears price  
. . designed with a last minute  
look . . readily affordable  
on Easy Terms **\$82.80**

20% Federal Excise Tax included  
\$28.50 down; \$6.00 monthly on Easy Terms

- A** SHAWL TUXEDO IN OMBRE DYED CONEY, shows off dramatic new blends, deep gunmetal gray and dark sable-dyed brown. Silky coney skins worked a new way, hair upward, have a velvety pile and subtle color shading. Smart toss-on swagger style has practical deep armholes, saddle shoulder detail, handsome turn-back cuffs. Rayon lined; interlined. Sleeve windshields. *Sizes:* 10, 12, 14, 16, 18, 20 and 38, 40; *scale,* page 898. *State size.* Shpg. wt., 8 lbs.  
♦74 D 0344E—Gunmetal gray dyed Coney  
♦74 D 0345E—Dark brown dyed Coney  
(20% Federal Excise Tax included) . . . Each, cash **\$82.80**  
\$28.50 down; \$6.00 monthly on Easy Terms

- B** FULL DRAPED TUXEDO WITH WIDE, SOFT SLEEVES offers exceptional high fashion at this modest Sears price. Note full, graceful sleeves gathered at wrist. Dressy looking in glistening soft coney, dyed that exciting new platinum blue-gray or light smoky mink brown. Slimming front panels, eye-catching epaulet shoulders. Converts to closed collarless style. Rayon lined; interlined. Armshields; sleeve windshields. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 898. *State size.* Shipping weight, 8 pounds.  
♦74 D 0346E—Platinum gray dyed Coney  
♦74 D 0347E—Light brown dyed Coney  
(20% Federal Excise Tax included) . . . Each, cash **\$82.80**  
\$28.50 down; \$6.00 monthly on Easy Terms

- C** FITTED PRINCESS COAT IN DYED CONEY, a real fashion find—it's in two popular shades, lovely platinum blue-gray or charming light smoky mink brown. The gay small-waisted, flaring silhouette does wonders for the figure. Beautifully worked border treatment, lavish full sleeves, rippling shawl collar that can button high. Rayon lined; interlined. Sleeve windshields. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 898. *State size.* Shpg. wt., 8 lbs.  
♦74 D 0348E—Platinum gray dyed Coney  
♦74 D 0349E—Light brown dyed Coney  
(20% Federal Excise Tax included) . . . Each, cash **\$82.80**  
\$28.50 down; \$6.00 monthly on Easy Terms

For descriptions of hats, see our Millinery pages.

You can afford a fine Sears fur coat by paying the Easy Terms Way. See inside back cover for details.



**A** SHAWL TUXEDO, DYED CONEY **\$82.80** Cash (tax included)  
\$28.50 down; \$6.00 monthly on Easy Terms





**Kerrybrooke**  
OUR OWN TRADE MARK  
**FASHIONS**



**[B] FULL DRAPED TUXEDO, DYED CONEY \$82.80** Cash (tax included)  
 \$28.50 down; \$6.00 monthly on Easy Terms

**[C] PRINCESS COAT, DYED CONEY \$82.80** Cash (tax included)  
 \$28.50 down; \$6.00 monthly on Easy Terms

*Coats illustrated above described on opposite page*



**CONEY skillfully blended  
to look like luscious seal  
or beaver . . designed  
by Sears for all-around wear . .  
a wise investment  
in service as well as style**

**Good Quality** . . Strong, sturdy skins, dyed seal black, or deep beaver brown. Well made, reinforced at points of wear.  
**Better Quality** . . Finer skins, softer textured, more thickly furred. Better wearing, truer color.  
**Best Quality** . . Deep piled, densely furred, best wearing. Lustrous, lasting color.

- A** **CARDIGAN NECKLINE TUXEDO**, elegant enough for dress-up, sturdy enough for general wear. Velvety soft coney, dyed to resemble black seal or dark brown beaver. Full cut swagger has extra-wide turn-back cuffs, extended flange shoulder. Reinforced seams. Converts to closed collarless style. Rayon lined; interlined. *Sizes:* 10, 12, 14, 16, 18, 20; *scale, page 898. State size. Shpg. wt., ea., 9 lbs.*  
**Good Quality Coney.** \$28.50 down; \$5.00 monthly on Easy Terms.  
♦74 D 0350E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$82.80  
♦74 D 0351E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$82.80  
**Better Quality Coney.** \$37.00 down; \$7.00 monthly on Easy Terms.  
♦74 D 0352E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$106.80  
♦74 D 0353E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$106.80  
**Best Quality Coney.** \$49.50 down; \$9.00 monthly on Easy Terms.  
♦74 D 0354E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$142.80  
♦74 D 0355E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$142.80

- B** **DRESSMAKER DETAILED BOX COAT**—ideal for women. You'd never guess Sears price when you touch the soft, deep piled surface of these seal black and beaver brown dyed coneys. Flattering drape, with shirred yoke at shoulder. Small convertible collar; turn-back cuffs. Buttons at front. Rayon lined; interlined. *Sizes:* 16, 18, 20 and 38, 40, 42, 44; *scale, page 898. State size. Shpg. wt., ea., 9 lbs.*  
**Good Quality Coney.** \$28.50 down; \$5.00 monthly on Easy Terms.  
♦74 D 0356E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$82.80  
♦74 D 0357E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$82.80  
**Better Quality Coney.** \$37.00 down; \$7.00 monthly on Easy Terms.  
♦74 D 0358E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$106.80  
♦74 D 0359E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$106.80  
**Best Quality Coney.** \$49.50 down; \$9.00 monthly on Easy Terms.  
♦74 D 0360E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$142.80  
♦74 D 0361E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$142.80

- C** **SHAWL TUXEDO WITH SADDLE SHOULDERS**, has "Good service!" as its motto. Full draped lines, lavish cuffs are the secret of its style success. Beautifully dyed seal black or beaver brown coney skins are thickly furred, velvety soft. Converts to smart round collar style. Rayon lined; interlined. *Sizes:* 10, 12, 14, 16, 18, 20 and 38, 40; *size scale, page 898. State size. Shpg. wt., ea., 9 lbs.*  
**Good Quality Coney.** \$28.50 down; \$5.00 monthly on Easy Terms.  
♦74 D 0362E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$82.80  
♦74 D 0363E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$82.80  
**Better Quality Coney.** \$37.00 down; \$7.00 monthly on Easy Terms.  
♦74 D 0364E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$106.80  
♦74 D 0365E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$106.80  
**Best Quality Coney.** \$49.50 down; \$9.00 monthly on Easy Terms.  
♦74 D 0366E-Seal-dyed. (20% Fed. Ex. Tax incl.) Cash \$142.80  
♦74 D 0367E-Beaver-dyed. (20% Fed. Ex. Tax incl.) Cash \$142.80

Why not add your fur coat to your order and pay for it conveniently on Easy Terms. See inside back cover for details.



**A** CARDIGAN NECKLINE TUXEDO in 3 qualities  
cash \$82.80, \$106.80 and \$142.80 (tax included)





**Kerrybrooke**  
OUR OWN TRADE MARK  
**FASHIONS**

**B** DRESSMAKER DETAILED BOX COAT in 3 qualities  
 cash **\$82.80, \$106.80 and \$142.80** (tax included)

**C** SHAWL TUXEDO WITH SADDLE SHOULDERS in 3 qualities  
 cash **\$82.80, \$106.80 and \$142.80** (tax included)

*Garments shown above described on opposite page.*

*For description of hats see our Millinery pages*

*c - PAGE 33 FUR COATS*



**BEST SELLER FURS at  
popular Sears prices . .  
practical favorites  
for all-around wear . . in  
Dyed Opossum, Mouton  
Lamb and Persian Paw**

**\$82.80** cash (tax included)

\$28.50 down; \$6.00 monthly on Easy Terms

- [A] BLACK SKUNK-DYED OPOSSUM**, prize utility fur in a good-looking greatcoat that doubles for everyday or dress-up. American opossum dyed a glistening, rich black, designed on young, boxy lines with well-styled shoulder, full sleeve. Pert convertible collar. Two handy pockets. Supple construction, reinforced seams. Sleeve windshields. Rayon lined; interlined. *Sizes:* 10, 12, 14, 16, 18, 20 and 38, 40; size scale, page 898. *Please state size.* Shpg. wt., 8 lbs. ♦ 74 D 0368E—Black Skunk-dyed Opossum. (20% Federal Excise Tax included) . . . . . Cash, \$82.80  
\$28.50 down; \$6.00 monthly on Easy Terms

**\$130.80** cash (tax included)

\$45.00 down; \$9.00 monthly on Easy Terms

- [B] BEAVER-DYED MOUTON LAMB TUXEDO**, a young, dashing coat that can really take wear. Toss it over suits, or wear it closed. You'll prize its rugged warmth, the deep textured dark silvery brown of lambskin skillfully processed to resemble expensive sheared beaver. Wide sleeves are deep cut in the armhole, have stunning wide cuffs. Rayon lined; interlined. Sleeve windshields. *Sizes:* 10, 12, 14, 16, 18, 20; scale, page 898. *State size.* Shpg. wt., 9 lbs. ♦ 74 D 0369E—Beaver-dyed Mouton Lamb (20% Federal Tax included) . . . . . Cash, \$130.80  
\$45.00 down; \$9.00 monthly on Easy Terms

**\$154.80** cash (tax included)

\$54.00 down; \$10.00 monthly on Easy Terms

- [C] RICH PERSIAN PAW TUXEDO**, thrift-minded fur, luxurious but long-wearing. Silky flat skins are dyed glossy black, exquisitely swirl-marked, supple enough for dressmaker styling. Graceful full style has wide front panels, shoulder yoke softly shirred. Full swing sleeve with turn-back cuff, deep armhole. Converts to closed collarless style. Rayon lined, interlined. *Sizes:* 10, 12, 14, 16, 18, 20 and 38, 40, 42, 44; scale, page 898. *Please state size.* Shpg. wt., 10 lbs. ♦ 74 D 0370E—Black-dyed Persian Paw (20% Federal Excise Tax included) . . . . . Cash, \$154.80  
\$54.00 down; \$10.00 monthly on Easy Terms

For description of hats, see our Millinery pages.

A fine fur coat is readily affordable on Sears Easy Terms . . see inside back cover for complete details.



- [A] BLACK SKUNK-DYED OPOSSUM \$82.80** cash (tax included)  
\$28.50 down; \$6.00 monthly on Easy Terms





**Kerrybrooke**  
FASHIONS

**B** BEAVER-DYED MOUTON LAMB TUXEDO **\$130.80** cash (tax included)  
\$45.00 down; \$9.00 monthly on Easy Terms

**C** RICH PERSIAN PAW TUXEDO **\$154.80** cash (tax included)  
\$54.00 down; \$10.00 monthly on Easy Terms

Coats illustrated above described on opposite page





**Kerrybrooke**  
FASHIONS

**STROLLERS are the big style news in furs . . and Sears  
presents this practical short length in these popular furs**

**\$82.80** cash (tax included)

\$28.50 down; \$6.00 monthly on Easy Terms

**LIGHT COLOR DYED CONEY** tells fashion's new short story dramatically in that new platinum blue-gray or smoky light mink-brown. Silky, soft skins worked in a rippling full swagger with unusual border treatment, deep armhole sleeves. Simple, attractive shoulder. Length, about 36 in. Converts to closed, collarless style. Rayon lined, interlined. Armshields; windshields. *Sizes:* 10, 12, 14, 16, 18, 20; scale, page 898. *State size.* Shipping weight, each, 7 pounds.

♦74 D 0375E—Platinum gray dyed Coney

♦74 D 0376E—Light brown dyed Coney

(20% Federal Excise Tax included) . . . . . Each, cash \$82.80

\$28.50 down; \$6.00 monthly on Easy Terms

**\$130.80** cash (tax included)

\$45.00 down; \$9.00 monthly on Easy Terms

**BEAVER-DYED MOUTON LAMB**, brief, boxy and bound for a big fashion future with the young crowd, it's a honey for all-around wear. Super-serviceable and warm, the sturdy lambskin is almost a twin for velvety dark brown sheared beaver. Young 36-inch stroller hooks snugly down front. Wide cuffed sleeves, cute collar, pompon ties. Rayon lined, interlined. Armshields; sleeve windshields. *Sizes:* 10, 12, 14, 16, 18, 20; see size scale on page 898. *Please state size.* Shipping weight, 8 pounds.

♦74 D 0377E—Beaver-dyed Mouton Lamb

(20% Federal Excise Tax included) . . . . . Cash \$130.80

\$45.00 down; \$9.00 monthly on Easy Terms

For descriptions of hats, see our Millinery pages.





**Kerrybrooke**  
OUR OWN TRADE MARK  
FASHIONS



**For all-purpose wear, nothing is smarter than a STROLLER . .**  
**young in spirit, smart for daytime to date-time wear**

**\$142.80** cash (tax included)

\$49.50 down; \$10.00 monthly on Easy Terms

SILVER-DYED AMERICAN GRAY FOX, a wise choice if you want plenty of warmth, excellent wear, the wonderful silver on black look of fabulous silver fox. Versatile stroller greatcoat, about 36 inches long, with youthful Peter Pan collar. Plain, full sleeve has rayon fabric underside for slimmer lines. Skins are ribboned for suppleness. Rayon lined; interlined. Armshields; sleeve windshields.

Sizes: 10, 12, 14, 16, 18, 20; see size scale on page 898. *State size.* Shipping weight, 7 pounds.

♦74 D 0378E—Silver-dyed American Gray Fox  
(20% Federal Excise Tax included) . . . . . Cash \$142.80  
\$49.50 down; \$10.00 monthly on Easy Terms

**\$154.80** cash (tax included)

\$54.00 down; \$10.00 monthly on Easy Terms

RICH PERSIAN PAW, dyed gleaming black, luxuriously swirl-patterned, styled on the new flattering full lines. All this and wonderful wear, too, in this sleek 36-inch stroller. You can buy this coat with confidence, wear it proudly. Wide-draped, deep armhole sleeves have turn-back cuffs; tuxedo lines and saddle shoulders are new. Rayon lined; interlined. Armshields; sleeve windshields.

Sizes: 10, 12, 14, 16, 18, 20, and 38; see size scale on page 898. *Please state size.* Shipping weight, 9 pounds.

♦74 D 0379E—Black dyed Persian Paw  
(20% Federal Excise Tax included) . . . . . Cash \$154.80  
\$54.00 down; \$10.00 monthly on Easy Terms

Use the convenient Easy Terms Payment Plan in budgeting for your fur coat. See inside back cover for details.

c. PAGE 37 . . COATS





**Hips**—measure around the fullest part of the hips, 7 inches below your natural waistline. Hold tape firm but not tight.



**Waist**—measure around the smallest part of the body at natural waistline. Be sure to stand evenly balanced on both feet.



**Bust**—measure over fullest part with tape held firm but not tight. Do not let it slide down in back. Stand erect.



**Get out your tape measure, a pencil and paper . .**  
**TAKE 3 MEASUREMENTS . . then it's easy to**  
**order your correct size in Sears fashions . .**

**MISSES' SIZE SCALE.** Misses' figure has a well-developed but youthful bustline. The waist is slender. The figure is well proportioned throughout. This average figure type has the widest choice of styles.

Order Size . . . . .	10	12	14	16	18	20
If hips are . . . . .	34	35	36½	38	39½	41 in.
If waist is . . . . .	24	25½	27	28½	30	32 in.
If bust is . . . . .	31	32½	34	35½	37	39 in.
Dress length . . . . .	41	41½	42	42½	43	43½ in.
Coat length* . . . . .	41	41½	42	42½	43	43½ in.

\*Fitted coats in lengths above. Boxey coats 1 in. shorter each size.

**JUNIORS' SIZE SCALE . .** Juniors' figure is slightly shorter than a Misses'. The bustline is higher, the waistline slimmer. Garments are youthful in style for youthful figures of all ages.

Order Size . . . . .	9	11	13	15	17
If hips are . . . . .	33	34½	36	37½	39 in.
If waist is . . . . .	23½	24½	26	27½	29 in.
If bust is . . . . .	30½	32	33½	35	36½ in.
Dress length . . . . .	39½	40½	41	41½	42 in.

**WOMEN'S SIZE SCALE . .** Woman's figure is a well proportioned, mature figure with waistline slightly larger than a Misses' figure.

Order Size . . . . .	34	36	38	40	42	44
If hips are . . . . .	38½	40½	42½	44½	46½	48½ in.
If waist is . . . . .	30	32	34	36	38	40 in.
If bust is . . . . .	36	38	40	42	44	46 in.
Dress length . . . . .	43	43½	44	44½	45	45½ in.
Coat length* . . . . .	43	43½	44	44½	45	45½ in.

\*Fitted coats in lengths above. Boxey coats 1 in. shorter each size.

**LARGER WOMEN'S SIZE SCALE.** Larger Women's figure is heavier through the upper body than the Woman's figure. Garments are styled with Sears famous Trimline perfection to make you look slim.

Order Size . . . . .	46	48	50	52
If hips are . . . . .	49½	51½	53½	55 in.
If waist is . . . . .	42	44	46	48 in.
If bust is . . . . .	47	49	51	53 in.
Dress length . . . . .	45½	46	46½	47 in.
Coat length* . . . . .	45½	46	46½	47 in.

\*Fitted coats in lengths above. Boxey coats 1 in. shorter each size.

**SHORTER WOMEN'S SIZE SCALE . .** for shorter figure of 5 ft. 3 in. and under—found on page 898.

**Better not use last year's measurements . .** your figure may have changed. It only takes a few minutes to judge the size you need this fall, and you can use this size in ordering any of Sears dresses, coats, suits, or sportswear. This is all you do:

1. Wear a slip or a lightweight dress (if it's a dress, take off the belt before you measure).
2. The best way is to have someone else measure you—but you can do it yourself if you're careful.
3. Write down the measurements of hips, waist, bust.
4. Then look at the size charts at the left, and choose the size that's nearest your measurements.
5. Don't allow extra inches here and there. All our garments are made to allow for easy fit. Whether you order a low-priced cotton frock or our finest quality garments, the same size will fit you.
6. Give us your size as accurately as you can. If hips and waist agree with the scale, do not change size for one inch variation in bust measure.
7. In ordering a loose-fitting coat, such as a Chesterfield, a boy coat, or a boxy tuxedo style, the hips and waist don't matter so much . . it's the bust measurement that is important here.



Set off your figure  
in one of our smoothly  
styled **HOUSECOATS..**  
splashed with  
sparkling floral prints  
in misses' sizes..  
easy to LUX... priced  
at only **\$5.98**  
each

**[A]** **BUTTON-OVER HOUSECOAT.** There's pure feminine flattery in its spaced bouquet print. Styled with two large buttons on narrow set-in belt that makes your waist look smaller. Pointed collar accents trim bodice. Slips on easily as a coat and has wide overlap for comfort. Front dirndl fulness softens slim-hanging skirt. Patch pocket; bracelet length sleeve. Well made with pinked seams. Cotton-and-rayon bengaline. Hand washable; use LUX. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 898. *State size.* Shipping weight, 1 pound 10 ounces.  
♦27 D 9156—Light rose ground... \$5.98  
♦27 D 9157—Light blue ground... \$5.98

**[B]** **WRAP STYLE HOUSECOAT** with side tie, cut in a slimming surplice top. Bodice has gentle fulness front and back. Set-in belt ties at side and snugs in your waist. Soft front gathers give graceful hang to straight skirt. Large, roomy pocket adds interest. Look at the clever way we've sprayed huge flowers all over. Beautifully made throughout with pinked seams. Cotton-and-rayon bengaline for all season usefulness. Hand washable; use LUX. *Sizes:* 12, 14, 16, 18, 20, 22; see size scale on page 898. *State size.* Shipping weight, 1 pound 10 ounces.  
♦27 D 9161—Light blue ground... \$5.98  
♦27 D 9162—Light rose ground... \$5.98

Catalog numbers marked ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house. It's easy to shop by mail and convenient to buy on Sears Easy Payment Plan. See inside back cover for details.



**[A]** **BUTTON-OVER HOUSECOAT \$5.98**

**[B]** **WRAP STYLE HOUSECOAT \$5.98**





**You'll find the glowing warmth you want in these well-tailored  
Robes...wrap-around styles in a variety of colors...misses' sizes**

**\$6.49**

**CORDUROY ROBE**... soft and velvety to the touch, is cut in smooth-flowing wrap style. Dart-fitted bodice snugs in your waist. Tiny sleeve tucks accent shoulderline. Skirt has deep overlap; pocket for convenience. Inside tie. Narrow self sash. We recommend dry cleaning. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 898. *Please state size.* Shipping weight, 2 pounds 8 ounces.

♦27 D 9150—Bright red.....\$6.49  
♦27 D 9151—Royal (bright blue) ....\$6.49

**\$5.98**

**SUEDED RAYON WRAP-AROUND ROBE** with flattering roll collar has downy surface and sleek knit back. Patch pocket, collar and front edged with contrasting color. Skirt has wide front overlap; inside tie. Loose self sash. Dry clean. *Sizes:* 12, 14, 16, 18, 20; scale, page 898. *State size.* Shpg. wt., 2 lbs.  
♦27 D 9148—Copen (medium blue) with rose trim .....\$5.98  
♦27 D 9149—American Beauty (rose-red) with deep blue trim .....\$5.98

Part wool flannel **\$6.69**

100% wool flannel **\$10.98**

**MAN TAILORED ROBE** contrasted with white rayon piping. 50% reused wool, 30% cotton, 20% rayon. Belt has no tassel. Dry clean. *Sizes:* 12, 14, 16, 18, 20; scale, page 898. *Please state size.* Shpg. wt., 3 lbs.  
♦27 D 9140—Wine red, white piping, \$6.69  
♦27 D 9141—Navy blue, white piping, \$6.69  
*100% wool flannel robe; style, sizes above.* Tassel on sash. Shpg. wt., 2 lbs. 6 oz.  
♦27 D 9138—Wine red, white piping, \$10.98  
♦27 D 9139—Navy blue, white piping, \$10.98



*Luxurious rayon*  
**QUILTED ROBES**  
*in flower sprayed*  
*patterns . . beautifully*  
*made of fine quality*  
*fabrics to keep you cozy*  
*warm . . in young, flatter-*  
*ing styles for misses*

**\$10.59**

- [A] RAYON TWILL ROBE splashed with spaced floral sprays. Scallops edge deep lapels and collar. Roomy patch pocket. Cut along princess lines in back; wide front overlap. Front tie. Blending rayon crepe lining. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 898. *State size.* Shpg. wt., 3 lbs.  
 ♦27 D 9134—White ground . . . \$10.59  
 ♦27 D 9133—Light blue ground. \$10.59  
 ♦27 D 9132—Light pink ground. \$10.59

**\$7.98**

- [B] RAYON CREPE ROBE in delicate floral print. Figure-fitting bodice; becoming surplice neckline. Front tie. Patch pocket trims swing skirt. Lined in pastel rayon crepe. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 898. *State size.* Shpg. wt., 3 lbs.  
 ♦27 D 9126—White ground . . . \$7.98  
 ♦27 D 9125—Tealrose (creamy pink) ground . . . \$7.98  
 ♦27 D 9124—Light blue ground. \$7.98

**\$6.49**

- [C] THE QUILTED SHORTIE is 1946's high fashion note. Little wonder; its dress-length skirt makes it comfortable and convenient to wear. The same fabric and style as robe [B] above. Dry clean. *Sizes:* 12, 14, 16, 18, 20; size scale, page 898. *State size.* Shpg. wt., 2 lbs.  
 ♦27 D 9128—White ground . . . \$6.49  
 ♦27 D 9129—Light blue ground. \$6.49  
 ♦27 D 9130—Tealrose (creamy pink) ground . . . \$6.49

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. See inside back cover for complete details on Sears Easy Payment Plan.



[A] RAYON TWILL **\$10.59**

[B] RAYON CREPE **\$7.98**

[C] QUILTED SHORTIE **\$6.49**





**A** Women's Coat \$4.98 Matching Hood \$1.00 **B** Girls' Coat \$2.98 Misses' Coat \$3.98 **C** Girls' popular Raincape \$1.79



**D** Women's \$1.85 **E** Women's 98c **F** Children's 98c



## Smart CHARMODE Rainwear

Our Own Trade Mark

### styled for women and girls

#### **A** Matching Raincoat and Hood for women



**WOMEN'S RAINCOAT.** Water-repellent, plastic-coated better quality rayon. Single breasted style, button front closing. Ventilated back. *Colors:* white, or wine red. *Sizes:* small, 32 to 34-inch bust; medium, 36 to 38-inch; large, 40 to 42-inch. *State color and size.* Hood not included—see below. 25 D 3332M—Shipping weight, 12 ounces. . . . . Each \$4.98

**MATCHING HOOD.** Affords smart protection. One size only, fits over hat, well down over neck and shoulders. Same fabric and colors as 25 D 3332M above. *State color.* 25 D 3330M—Shipping weight, 3 ounces. . . . . Each \$1.00

**B** **GIRLS' RAINCOAT, WITH HOOD.** Lustrous finish water-resistant plastic coated, better quality rayon. Hood fits over hat. 4-button front closing. Self-belt. *Colors:* white or wine red. *Girls' sizes:* 6, 8, or 10. *State size and color.* 25 D 3312—Shipping weight, 7 ounces. . . . . Each \$2.98

**MISSSES' RAINCOAT, as above.** *Sizes:* 12 or 14. 25 D 3314—*State size, color.* Shpg. wt., 7 oz. . . . . Each \$3.98

**C** **GIRLS' RAINCAPE WITH ATTACHED HOOD.** Water-repellent plastic coated rayon. Cape covers garment completely; hood protects head and hair. Loops for hands; tie fastening. White only. *Girls' sizes:* 6, 8 or 10. *Please state size.* 25 D 3306—Shipping weight, 11 ounces. . . . . Each \$1.79

**CONVERTIBLE "RAINY-DATE" HATS.** Water-repellent cotton. Back drop snaps under chin for protection on rainy days—folds up around crown when showers stop. Visor brim. *State color:* natural tan, red, navy blue. *State head size:* women's small, 20½ inches; children's, small, 20½; medium 21½ inches. Shpg. wt., each, 6 oz.

**D** 25 D 3356—WOMEN'S "RAINY-DATE" HAT. Fine quality cotton . . . . . Each \$1.85

**E** 25 D 3362—WOMEN'S "RAINY-DATE" HAT. Good quality cotton. Smaller visor than above. Each 98c

**F** 25 D 3350—CHILDREN'S "RAINY-DATE" HAT. Sturdy quality cotton. . . . . Each 98c

## Colorful Print Handkerchiefs

### in ever-popular florals

**G** **BLOSSOM PRINTS . . .** gay blends of floral patterns. These attractive hankies will lend accents of bold color and beauty to your suits and dresses. Designs printed on soft white cotton. Buttonhole stitched edges. About 12 in. square. Assorted washable multicolor patterns similar to illustration. 25 D 2315—Shipping weight, 2 ounces. . . . . Each 25c

**H** **FLOWER BRIGHT . . .** lovely floral patterns in a profusion of color and charm. These pretty print hankies add a cheerful note to every outfit . . . they're real "tonic touches" for this season's simple dress styles. You'll want several for yourself. Patterns printed on fine white cotton. Buttonhole stitched edges. About 12½ inches square. Assorted styles and washable colors are similar to illustration. 25 D 2328—Shipping weight, 2 ounces . . . . . Each 37c

**J** **OUR FINEST FLORALS.** You'll be smart to choose these dainty hankies in beautiful, colorful flower patterns. Particularly lovely . . . designs are printed on sheer white cotton. Ideal for the woman who loves color combined with floral prints. Especially suitable as gifts or bridge prizes. Neat stitched edges. About 12½ inches square. Assorted washable colors. Assorted patterns are similar to illustration. 25 D 2335—Shipping weight, 2 ounces. . . . . Each 50c

Add rainwear and handkerchiefs to your Easy Terms order . . . see inside back cover for details





**A** FLEECE COTTON CARDIGAN

**C** RIB KNIT COTTON COAT \$1.20

**E** V-NECK COAT SWEATER \$3.50



**B** WARM ALL WOOL CARDIGAN \$3.98

**D** SHAKER-TYPE COAT SWEATER \$2.98

**F** ALL WOOL SHAKER SWEATER \$4.98

## Enjoy the warm comfort of these Coat Sweaters . . for work or play

**A** FLEECE COTTON CARDIGAN . . popular, good-looking—you'll wear it all winter. Medium weight, good quality wool, fleeced inside. Fancy button. Sizes: 34, 36, 38, 40-in. bust. Please state bust size. Shpg. wt., 1 lb. 2 oz.

**—Da** . . . . .  
**—Mex** . . . . .  
**—Copen** (medium) blue . . . . .

**SORRY—NOT AVAILABLE**

**B** WARM ALL WOOL CARDIGAN . . a grand sweater for cold winter days . . because it's knit of soft, all wool yarns . . sturdy and serviceable. Novelty stitch for trim lines. Crew neck. Sizes: 34, 36, 38, 40-in. bust. Please state bust size. Shpg. wt., 1 lb.

38 D 7353—Navy blue    38 D 7354—Dk. wine red  
 38 D 7355—Black        Each . . . . . \$3.98

**C** RIB KNIT COTTON COAT . . an excellent choice for the thrifty woman . . because it's a good, sturdy quality, firmly rib knit for comfort. V-neck style that fits without bulk under coats. Two handy pockets. Sizes: 34, 36, 38, 40, 42, 44-in. bust. Please state bust size. Shpg. wt., 14 oz.

38 D 7363—Navy blue . . . . . \$1.20  
 38 D 7364—Dark wine red . . . . . \$1.20

**D** SHAKER-TYPE COAT SWEATER . . warm roll collar. Knit of 45% new wool, 45% reused wool, 10% cotton for extra strength. Nicely tailored; 2 patch pockets. Sizes: 34, 36, 38, 40, 42, 44-in. bust. State bust size. Shpg. wt., 2 lbs. 6 oz.

38 D 7356—Navy blue    38 D 7357—Dk. wine red  
 38 D 7358—Black        Each . . . . . \$2.98

**E** V-NECK COAT SWEATER knit of sturdy 100% wool yarns that give lots of wear and warmth. The V-neck looks well over blouses, fits trimly under coats . . the right weight for all-occasion wear. Two pockets. Sizes: 34, 36, 38, 40, 42, 44-in. bust. Please state bust size. Shpg. wt., 1 lb.

38 D 7361—Navy blue . . . . . \$3.50  
 38 D 7362—Dark wine red . . . . . \$3.50

**F** ALL WOOL SHAKER SWEATER . . our heaviest weight 100% wool (50% virgin wool, 50% reused wool). Hand fashioned sleeves, lapels, collar. Taped shoulder seams. Sizes: 34, 36, 38, 40, 42, 44-in. bust. State bust size. Shpg. wt., 2 lbs. 8 oz.

38 D 7086—Navy blue . . . . . \$4.98  
 38 D 7087—Maroon (dark red) . . . . . \$4.98

MEASURE bust around fullest part. Order size nearest measurement. All these sweaters are hand washable in Tena.





The young, boxy lines all America loves...  
our smart Kerrybrooke All Wool Classics

#### Long, boxy Pullover in three qualities

GOOD QUALITY VIRGIN WOOL PULLOVER... the choice of thrifty women. Durable yarns... well made throughout, with snug-fitting crew neck. *Sizes:* 32, 34, 36, 38, 40-in. bust. *Please state bust size.* Shipping weight, 14 ounces.  
38 D 7368—Bright red    38 D 7369—Medium blue  
38 D 7370—Yellow    38 D 7371—Lilac  
38 D 7372—Dark green    38 D 7373—Black. Ea. \$2.98

BETTER QUALITY VIRGIN WOOL PULLOVER in heavier weight, more enduring yarns than in the one above. Neatly finished throughout... with rib knit, crew neck for better fit. *Sizes:* 32, 34, 36, 38, 40-in. bust. *Please state bust size.* Shipping weight, 15 ounces.  
38 D 7374—Bright red    38 D 7375—Medium blue  
38 D 7376—Yellow    38 D 7377—Pink  
38 D 7378—Lt. green    38 D 7379—Med. brown. Ea. \$3.98

OUR BEST VIRGIN WOOL PULLOVER is knit of more costly yarns than the one above... has greater beauty and softness, yet is longer wearing. Finest details of hand sewn crew neck, fashioned armholes for superb fit... yarns washed for fluffy richness. *Sizes:* 32, 34, 36, 38, 40-in. bust. *Please state bust size.* Shipping weight, 1 lb.  
38 D 7345—Bright red    38 D 7346—Light blue  
38 D 7347—Yellow    38 D 7348—Dark green. Ea. \$4.98

#### Boxy Cardigan in two qualities

FINE QUALITY VIRGIN WOOL CARDIGAN, exquisitely soft and rich... durable, long-wearing. Firmly knit with smart details. Snug crew neck... grosgrain button band. *Sizes:* 32, 34, 36, 38, 40-in. bust. *Please state bust size.* Shpg. wt., 1 lb.  
38 D 7380—Bright red  
38 D 7381—Medium blue  
38 D 7382—Yellow  
38 D 7383—Dark green  
38 D 7384—Black. Each... \$3.98

OUR BEST VIRGIN WOOL CARDIGAN is knit of more luxurious yarns that have been washed after finishing, for richer beauty and softness. Finer tailoring of hand sewn neck, fashioned armholes for superb fit. Grosgrain ribbon button band. Fresh water pearl buttons. *Sizes:* 32, 34, 36, 38, 40-in. bust. *Please state bust size.* Shipping weight, 1 pound.  
38 D 7349—Bright red  
38 D 7350—Light blue  
38 D 7351—Yellow  
38 D 7352—Dark green. Each... \$5.98



A FINE GAUGE ALL WOOL PULLOVER... \$1.98



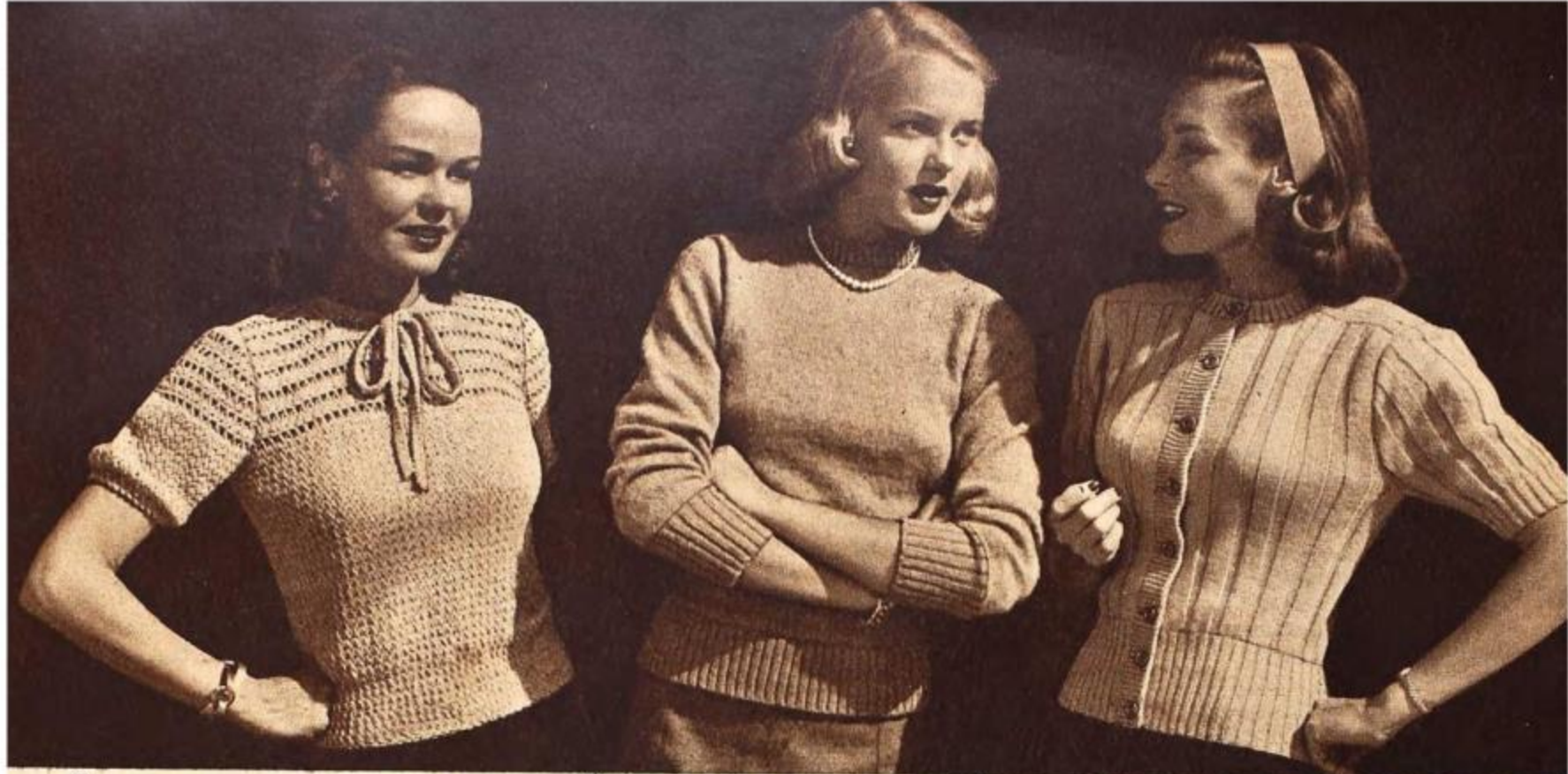
B SLEEVELESS ZEPHYR PULLOVER... \$2.98

#### Wardrobe Separates...

A FINE GAUGE VIRGIN WOOL PULLOVER, the pretty fitted hip length sweater you'll love to dress up with pearls and team with your suit. Short sleeves. Snug crew neck; rib knit bottom. *Sizes:* 34, 36, 38, 40-in. bust. *Please state bust size.* Shpg. wt., 12 oz.  
38 D 7390—Bright rose    38 D 7391—Medium blue  
38 D 7392—Pink  
38 D 7393—Lime green. Each... \$1.98

B SLEEVELESS ZEPHYR PULLOVER... for the new jumper effect... team it with your tailored blouses to top slacks, skirts. You'll love its bulky hand knit look... its virgin wool warmth. *Sizes:* Small (32); Med. (34-36); Large (38). *Please state size.* Shpg. wt., 7 oz.  
38 D 7678—Yellow    38 D 7679—Pink  
38 D 7680—Bright rose. Each... \$2.98





**A** CHENILLE SWEATER BLOUSE...\$1.98

**C** THRIFTY WOOL PULLOVER....\$2.29

**E** SHORT SLEEVE CARDIGAN.....\$2.50



**B** FITTED CHENILLE CARDIGAN...\$2.98

**D** FLATTERING WOOL CARDIGAN...\$4.09

**F** JACQUARD 3-TONE SPORTSTER...\$6.89

## Smart styles to wear everywhere . . in glowing colors to top everything

**A** CHENILLE SWEATER BLOUSE . . newest style hit in velvet-like cotton chenille. Yoke effect top; matching binding, tie. Cotton "Lastex" yarn stitching at sleeves, bottom for fine fit. *Sizes:* 32, 34, 36, 38-in. bust. *State bust size.* Shpg. wt., 13 oz.  
38 D 7665—Fuchsia red    38 D 7666—Light green  
38 D 7667—Aqua blue  
38 D 7668—Black. Each . . . . . \$1.98

**B** FITTED CHENILLE CARDIGAN . . that doubles for a jacket. Velvet-like cotton chenille in lacy design. Nipped-in waist. Glass buttons. *Sizes:* 32, 34, 36, 38-in. bust. *State bust size.* Shpg. wt., 13 oz.  
38 D 7669—Red on black  
38 D 7670—Med. blue on navy blue  
38 D 7671—Lime green on brown. Each . . . . . \$2.98

**C** THRIFTY WOOL PULLOVER . . long, loose and boxy of line . . with push-up or wear-long sleeves, so popular with the Sweater Crowd. Warm all-wool yarns brushed for added beauty. *Sizes:* 34, 36, 38, 40-in. bust. *State bust size.* Shpg. wt., 12 oz.  
38 D 7661—Bright red    38 D 7662—Medium blue  
38 D 7663—Dk. green  
38 D 7664—Black. Each . . . . . \$2.29

**D** FLATTERING WOOL WORSTED CARDIGAN. Superbly soft yarns in a handsome knit that gives you smart lines. Beautifully detailed . . dainty shell stitch at neck, down front. Fitted waist; 2 pockets. *Sizes:* 34, 36, 38, 40-in. bust. *State bust size.* Shpg. wt., 11 oz.  
38 D 7672—Fuchsia red    38 D 7673—Aqua blue  
38 D 7674—Yellow. Each . . . . . \$4.09

**E** SHORT SLEEVE CARDIGAN in fancy rib knit . . an adorable little sweater that looks so well with both skirts and slacks. Knit of warm 50% wool, 50% fluffy rayon. Crew neck; snug waist. *Sizes:* 34, 36, 38, 40-in. bust. *State bust size.* Shpg. wt., 10 oz.  
38 D 7675—Bright rose  
38 D 7676—Medium blue  
38 D 7677—Yellow. Each . . . . . \$2.50

**F** JACQUARD 3-TONE SPORTSTER in gay, eye-catching color combinations. Long, boxy . . knit of virgin wool worsted for warm outdoor comfort . . dashing pullover for skirts, slacks, ski-clothes. *Sizes:* 32, 34, 36, 38-in. bust. *State bust size.* Shpg. wt., 15 oz.  
38 D 7694—Red, navy blue, white combination  
38 D 7695—Navy blue, red, white comb. Ea. \$6.89

MEASURE bust around fullest part. Order size nearest measurement. Sweaters available in sizes 32, 34, 36, 38, 40.



## Distinctive Little Dress-up Hats ... with feathers for flattery

**A** ALL FEATHER CAP, luxurious and lovely for dress-up wear, a Sears star for price. Circular rayon veil with colorful chenille dots falls entirely around hat. *Colors:* Black, pale blue, fuchsia (purplish red), med. gold. Fits  $21\frac{3}{4}$ - $22\frac{1}{2}$  in. headsize. *Measure; state color.*

◆78 D 7000-Shpg. wt., 9 oz. \$2.98

**C** COQUETTE BUMPER, favorite little mad-cap in fine fur felt. Lustrous jewel color plumes lend a luxury look. Rayon veil, self back-band. *Colors:* Black with pale blue, navy with fuchsia (purplish red), dark brown with med. tan. Fits  $21\frac{1}{2}$ - $22\frac{3}{4}$  in. head. *Measure; state color.*

◆78 D 7010-Shpg. wt., 1 lb. 7 oz. \$4.98

**B** WINGED POMPADOUR, new back-swept silhouette, expensively detailed. Fine fur felt, with contrasting quills, rayon veil. *Colors:* Black with fuchsia (purplish red), navy with pale blue, dark brown with medium tan. Fits  $21\frac{1}{2}$ - $22\frac{1}{2}$  inch headsize. *Measure; state color.*

◆78 D 7005-Shpg. wt., 14 oz. \$4.98

**D** ALL FEATHER TOQUE, wonderfully flattering, its rich soft colors highlight your charm. An exclusive hand made style with especially fine details. *Colors:* Black, American beauty (rosy red), pale blue, pale pink. Fits  $21\frac{3}{4}$ -23 in. headsize. *Measure; state color.*

◆78 D 7020-Shpg. wt., 1 lb. \$6.98



**A** ALL FEATHER CAP \$2.98

## ... with sparkling sequins, beads

**E** GLITTER POMPADOUR shines with 3 sequin medallions. Wool felt, rayon veil, double loop. *Colors:* Dark brown with brown. Fuchsia (purplish red), med. blue, bright red, black—all with black trim. *Measure; state color.* Shpg. wt., 1 lb. 3 oz.

◆78 D 7025-Fits  $21\frac{3}{4}$ - $22\frac{3}{4}$  in. \$2.98

◆78 D 7026-Fits  $22\frac{1}{2}$ - $23\frac{1}{4}$  in. \$2.98

**F** SEQUINED TURBAN in supple wool felt, draped high to flatter. Sequin trim at front, sides. Rayon veil. *Colors:* All black; all dk. brown. Fuchsia (purplish red) or bright green with black trim. *Measure; state color.* Shpg. wt., 15 oz.

◆78 D 7040-Fits  $21\frac{3}{4}$ - $22\frac{3}{4}$  in. \$3.98

◆78 D 7041-Fits  $22\frac{1}{2}$ -23 in. \$3.98

**G** BEADED HALF-HAT, in fine wool felt sprinkled with gold-colored sequins, bugle beads. Grosgrain bound edges. 2 self bows in back, rayon veil. *Colors:* Black, dark brown, navy blue. Fits  $21\frac{1}{2}$ - $22\frac{3}{4}$  inch headsize. *Measure; state color.* Shipping weight, 11 ounces.

◆78 D 7495.....\$3.98

**H** SEQUIN JULIET CAP, sophisticated and stunning in gleaming black sequins. A dramatic date hat that goes smartly with every color outfit. Glamorous all-over veil of sheer rayon, has novel dotted border. *Color:* Black only. Fits  $21\frac{1}{4}$ -23 inch headsize. *Measure.*

◆78 D 7060-Shpg. wt., 10 oz. \$4.98



**E** GLITTER POMPADOUR \$2.98

## ... with the very latest lines

**J** OFF-FACE BONNET, new tall crown effect featured this season. Wool felt with double rolled brim. Grosgrain band, back bow, streamers. Lacy rayon veil. *Colors:* Black, lt. brown, navy, olive green, fuchsia (purplish red). Fits  $21\frac{3}{4}$ - $22\frac{1}{2}$  in. *Measure; state color.*

◆78 D 7065-Shpg. wt., 14 oz. \$2.98

**L** SPOOL SAILOR, in wool felt. Rich rayon satin ribbon band ties in double bow at back. Rayon veil, back band. *Colors:* All black, all dk. brown. Navy with pale blue, fuchsia (purplish red) with black, med. blue with navy. Fits  $21\frac{1}{2}$ - $22\frac{3}{4}$  in. headsize. *Measure; state color.*

◆78 D 7050-Shpg. wt., 1 lb. \$3.98

**K** SUCCESS SAILOR, hit hat of the year. Neat as a pin in wool felt with clouds of chenille dot rayon veiling. Grosgrain band, streamers. *Colors:* All black, dark brown, navy blue. Med. grey with black veil; bright red with navy veil. Fits  $21\frac{1}{2}$ -23 in. headsize. *Measure; state color.*

◆78 D 7045-Shpg. wt., 1 lb. 1 oz. \$3.98

**M** SOPHISTICATED SAILOR, brimful of style. Fine fur felt with twisted rayon net in heavenly shades. Self back-band, fine rayon veil. *Colors:* Black with American Beauty (rosy red). Dk. brown with olive green. Navy with med. blue. Fits  $21\frac{1}{2}$ -23 inch. *Measure; state color.*

◆78 D 7015-Shpg. wt., 1 lb. \$4.98



**J** OFF-FACE BONNET \$2.98

How to Measure: Draw tape measure around head. Number of inches around is your headsize. Check this against headsize given. Be sure to order size closest to your headsize.







**B WINGED POMPADOUR \$4.98**



**C COQUETTE BUMPER \$4.98**



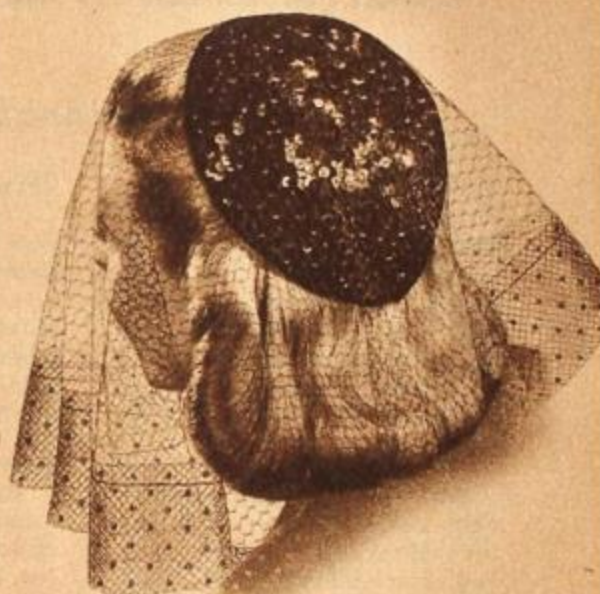
**D ALL FEATHER TOQUE \$6.98**



**F SEQUINED TURBAN \$3.98**



**G BEADED HALF-HAT \$3.98**



**H SEQUIN JULIET CAP \$4.98**



**K SUCCESS SAILOR \$3.98**



**L SPOOL SAILOR \$3.98**



**M SOPHISTICATED SAILOR \$4.98**

*Hats illustrated above described on opposite page*

Hats, like all fashions, are available on Sears Easy Terms . . . see inside back cover.

ALL . . . PAGE 63 . . . MILLINERY



**Look your prettiest in these Gay Hats  
... with fine-looking, flattering furs**

**A** FURRED PILLBOX has a real luxury look. Soft flattering coney fur (dyed rabbit) rims a clever tiny crown style, finely detailed in pleated dressmaker felt (70% wool, 30% cotton). Triple backband, self bow. Colors: Black, dk. brown. Fits 21½-23 in. Measure; state color. ♦78 D 7160-Shpg. wt., 11 oz. \$3.69

**C** SILVER FOX PUFF, the dream hat every woman wants, glamorous, beautifully made. Gleaming silver fox fur elegantly frames a gay little disc of fine black wool felt. Self flowers at side, snug back band. Fits 21½-23 inch headsize. Measure. ♦78 D 7165E-Shpg. wt., 11 oz. \$6.98

**B** MOUTON DISC, combines the velvety richness of fine mouton fur (sheep clipped to resemble beaver) with the smartness of trim bumper lines. Twin headband of wool felt with gay side bows holds it secure. Color: Dark brown. Fits 21½-22½ inch headsize. Measure. ♦78 D 7360E-Shpg. wt., 12 oz. \$5.98

**D** PERSIAN LAMB OR MUSKRAT... our best dress hat, expensively detailed. Wide band of Persian lamb or glossy muskrat on matching fine rayon belting toque. Back band. Fits 21½-23 in. headsize. Measure. Shipping weight, 12 oz. ♦78 D 7170E-Brown muskrat \$8.98 ♦78 D 7171E-Black persian. \$8.98

Furred hats B, C and D above subject to tax. Prices include 20% Federal Excise Tax.

**... with fashionable self flowers**

**E** FLOWER RING, pretty enough to top your best outfit. Pillbox of felt cloth (70% wool, 30% cotton) embossed self flowers. Rayon veil, back band. Colors: Black, lt. brown, med. blue, med. gold, fuchsia (purplish red), lt. aqua blue. Fits 21½-23 in. Measure; state color. ♦78 D 7080-Shpg. wt., 11 oz. \$1.98

**G** BLOSSOM DISC, charming headpiece for dress-up occasions. Felt cloth (70% wool, 30% cotton) with self flowers, misty rayon veil. Snug head clip. Colors: Black, dark brown, navy blue, lime (lt. green), fuchsia (purplish red), med. blue. Fits all headsizes. State color. ♦78 D 7130-Shpg. wt., 15 oz. \$1.98

**F** SMALL SAILOR, this year's tiny version is big style news. Felt cloth (70% wool, 30% cotton) with embossed self flowers. Head clip, rayon veil. Colors: Black, dark brown, navy blue, medium grey, bright red, olive green. Fits 21½-23 in. headsize. Measure; state color. ♦78 D 7125-Shpg. wt., 10 oz. \$1.98

**H** OFF-FACE BONNET, a style stressed this season. Note soft "cushion" brim, tall crown accented by embossed flowers. Wool felt. Rayon veil. Colors: Black, lt. brown, olive green, fuchsia (purplish red), melon (bright rose). Fits 21½-22½ in. Measure; state color. ♦78 D 7070-Shpg. wt., 15 oz. \$3.98

**... with dramatic, dressmaker details**

**J** POMPADOUR RIPPLE, striking silhouette in wool felt flaunts a full-gathered double self ruffle. Perforated scallop edges. Rayon veil. Colors: Black, light brown, med. gold, lime (lt. green), fuchsia (purplish red), bright red. Fits 21½-23 inch. Measure; state color. ♦78 D 7135-Shpg. wt., 15 oz. \$1.98

**L** DRESSMAKER CALOT shows off big self bows accented by pearl-like beads. Crown laced with rayon velvet ribbon. Wool felt; rayon veil. Colors: Black, dk. brown, navy blue, med. blue, med. tan, fuchsia (purplish red). Fits 21½-22½ inch. Measure; state color. ♦78 D 7155-Shpg. wt., 15 oz. \$2.98

**K** BOUQUET BUMPER, fits snug to the head with twin back bands that flatter your hairdo. Wool felt, self flowers. Rayon veil. Colors: Black, dk. brown, fuchsia (purplish red), olive green, medium blue, bright red. Fits 21½-23 inch headsize. Measure; state color. ♦78 D 7140-Shpg. wt., 1 lb. \$2.98

**M** DIAMOND BUMPER gives you the new look of an unusual shaped crown plus the soft flattery of self flowers, sheer rayon veil. Fine wool felt, self back band. Colors: Black, dark brown, navy, med. blue, med. tan, bright green. Fits 21½-22½ inch headsize. Measure; state color. ♦78 D 7030-Shpg. wt., 11 oz. \$2.98

For size information and measuring instructions on hats, see page 62. Catalog numbers marked ♦ are shipped from Chicago and Philadelphia. Order and pay postage from Sears nearest mail order house.



**A FURRED PILLBOX \$3.69**



**E FLOWER RING \$1.98**



**J POMPADOUR RIPPLE \$1.98**





**B MOUTON DISC \$5.98**



**C SILVER FOX PUFF \$6.98**



**D PERSIAN LAMB OR MUSKRAT \$8.98**



**F SMALL SAILOR \$1.98**



**G BLOSSOM DISC \$1.98**



**H OFF-FACE BONNET \$3.98**



**K BOUQUET BUMPER \$2.98**



**L DRESSMAKER CALOT \$2.98**



**M DIAMOND BUMPER \$2.98**

Hats illustrated above described on opposite page.

Why not select a stunning new hat . . . add it to your order, pay on Easy Terms. See inside back cover.

ALL PAGE 65 . . . MILLINERY



## HATS smartly keyed to your clothes . . ..for frilly, feminine fashions

**A** TWIN FLOWER HALF HAT, styled to mould the head sleekly in dressmaker felt (70% wool, 30% cotton). Posies clustered at sides, sheer rayon veil. Colors: Black, med. tan, bright red, med. blue, fuchsia (purplish red), med. gold. Fits 21-22½ in. Measure; state color. ♦78 D 7175-Shpg. wt., 10 oz. \$1.98

**C** BOW CLOCHE, pert little back-sitting bonnet that's sure "date-bait"—big bow, dainty rayon veil, are so feminine, cute. Nice quality wool felt. Colors: Black, lt. brown, navy, med. blue, fuchsia (purplish red), melon (bright rose). Fits 21¾-22¾ in. Measure; state color. ♦78 D 7290-Shpg. wt., 1 lb. 2 oz. \$2.98

**B** HEART SHAPED BONNET, face-framing lines in soft wool felt make you pretty as a picture. Gros-grain band trims crown, loops at side. Sheer rayon veil. Colors: Black, dk. brown, med. blue, navy blue, bright red, olive green. Fits 21¾-22¾ in. Measure; state color. ♦78 D 7255-Shpg. wt., 1 lb. \$1.98

**D** DUTCH TREAT, style with a big fashion future. Off-face lines in fine wool felt, self flowers massed at forehead, big bow in back, pretty rayon veil. Colors: Black, dark brown, med. blue, navy, bright green, melon (bright rose). Fits 21¾-22¾ in. Measure; state color. ♦78 D 7035-Shpg. wt., 1 lb. 2 oz. \$2.98



**A** TWIN FLOWER HALF HAT \$1.98

## ..for dramatic, date-time dresses

**E** PICOTED PILLBOX, nicely detailed in row-on-row dressmaker felt (70% wool, 30% cotton). Self bow and loop trim, rayon veil. Colors: Black, dark brown, bright red, purple, medium blue. Measure; state color. Shpg. wt., 15 oz. ♦78 D 7505-Fits 21¾-22¾ in. \$1.69 ♦78 D 7506-Fits 22¾-23¾ in. \$1.69

**G** CORDE-LIKE CALOT, glamorous 4-section skull cap with unusual scallop edge . . made of lustrous rayon corde-like fabric that looks hand-done. Stunning dotted-border rayon veil. Colors: Black, dark brown, navy blue. Fits 21¾-23 in. Measure; state color. ♦78 D 7295-Shpg. wt., 11 oz. \$2.98

**F** POMPADOUR RUFFLE, a Sears success in wool felt, engagingly feminine. Close-fitting crown, double pleated ruffle. Rayon veil, 2 hat pins. Colors: Black, light brown, navy blue, bright red, olive green, fuchsia (purplish red). Fits 21¾-22¾ in. Measure; state color. ♦78 D 7280-Shpg. wt., 15 oz. \$1.98

**H** JEWEL STUDDED CALOT, gay for dress-up. Transparent rayon velvet, all-over stitched, bright with nailheads, 4 imitation jewels. Rayon veil. Colors: Black, dk. brn., bright green, royal (deep blue), American beauty (rosy red). Fits 21¾-22¾ in. Measure; state color. ♦78 D 7300-Shpg. wt., 11 oz. \$2.98



**E** PICOTED PILLBOX \$1.69

## ..for tailored togs, classic clothes

**J** SAUCER CLOCHE, nicely made of wool felt. Rounded "baby-face" lines teensters love. Pert feather fancy pulled thru self band. Colors: Black, dark brown, navy blue, bright red, fuchsia (purplish red), med. gold. Fits 21¾-22¾ inch headsize. Measure; state color. ♦78 D 7305-Shpg. wt., 1 lb. \$1.69

**L** BABY-FACE SAILOR, with a roll-back brim that's last minute news. Nice quality wool felt with grosgrain band, back loops, streamers. Colors: Black, dark brown, navy blue, med. grey, med. blue, bright red. Fits 21-23 in. headsize. Measure; state color. ♦78 D 7320-Shpg. wt., 15 oz. \$1.98

**K** PET SAILOR, success hat of the year. Equally good, worn back or straight. Neat as a pin in wool felt with grosgrain band, back bows, streamers. Colors: Black, dark brown, navy blue, bright green, fuchsia (purplish red), bright red. Fits 21-23 in. Measure; state color. ♦78 D 7085-Shpg. wt., 15 oz. \$1.98

**M** BO-PEEP CLOCHE, adorable wool felt off-face bonnet that's sweeping the country. Sweet, simple, girlish. Double brim, clever bow in front. Colors: Black, medium tan, navy blue, bright red, med. blue, lime (light green). Fits 21¾-22¾ in. Measure; state color. ♦78 D 7325-Shpg. wt., 15 oz. \$2.49



**J** SAUCER CLOCHE \$1.69

For instructions on how to measure for hats, see page 62. Catalog numbers marked ♦ are shipped from Chicago or Philadelphia. Order and pay postage from Sears nearest mail order house.





**B** HEART SHAPED BONNET \$1.98



**C** BOW CLOCHE \$2.98



**D** DUTCH TREAT \$2.98



**F** POMPADOUR RUFFLE \$1.98



**G** CORDE-LIKE CALOT \$2.98



**H** JEWEL STUDDED CALOT \$2.98



**K** PET SAILOR \$1.98



**L** BABY-FACE SAILOR \$1.98



**M** BO-PEEP CLOCHE \$2.49

Hats illustrated above described on opposite page.  
Why not order that new hat you want . . it's available on Sears Easy Terms . . see inside back cover.

ALL PAGE 67 . . MILLINERY



## Young HATS for every hair-do . .

### . . Pert Pillbox, becoming berets

**A** DECORATED PILLBOX, wearable . . young—no wonder it's popular. Dressmaker felt (70% wool, 30% cotton) with multi-color tape stitched on in scrolls. Colors: Navy blue, bright green, med. blue, dk. brown, wine red, bright red. Fits 21½-22½ in. Measure; state color. ♦78 D 7180-Shpg. wt., 11 oz. 87c

**C** BASQUE BERET, favorite fashion, year-in and year-out. Always in good taste, universally becoming. Soft draping 100% wool body. Colors: Dark brown, navy blue, bright red, white, bright green, wine red. Fits 21½-22½ inch headsize. Measure; state color. ♦78 D 7190-Shpg. wt., 10 oz. \$1.59

**B** BEANIE BERET, classic little cap every wardrobe needs in many colors. Comfortable to wear, correct with any outfit. Good quality wool felt. Colors: Black, dark brown, bright red, bright green, med. blue, med. gold. Fits 21½-22½ in. Measure; state color. ♦78 D 7185-Shpg. wt., 10 oz. \$1.19

**D** POMPADOUR BERET, a Sears best seller, smart the year 'round. Young and becoming in nicely blocked wool felt. Hatpin holds it fast. Colors: Black, dark brown, navy, bright red, olive green, fuchsia (purplish red). Fits 21½-22½ in. Measure; state color. ♦78 D 7285-Shpg. wt., 10 oz. \$1.59



**A** DECORATED PILLBOX 87c

### . . Calots, carefree and charming

**E** STAR-STUDDED CALOT all-purpose favorite. A snug-fitting style in wool felt with 4 perky self bows. Covered hatpin. Colors: Black, dark brown, navy, bright red, medium blue, fuchsia (purplish red). Fits 21½-23 inch headsize. Measure; state color. ♦78 D 7200-Shpg. wt., 11 oz. \$1.29

**G** DAISY CAP, tells such a fashion story . . no wonder the young crowd likes it. Wool felt with four self daisies appliqued, grosgrain bound edges. Colors: Black, dark brown, navy, bright red, medium blue, bright green. Fits 21½-22½ in. Measure; state color. ♦78 D 7090-Shpg. wt., 11 oz. \$1.98

**F** PINWHEEL CALOT fits your head comfortably, in good-looking circle-embossed wool felt. Self-loop trimming. Grosgrain bound edges. Hatpin. Colors: Black, med. tan, lime (lt. green), bright red, navy, med. blue. Fits 21½-23 inch headsize. Measure; state color. ♦78 D 7260-Shpg. wt., 11 oz. \$1.49

**H** WEDDING-RING CALOT, roll-edge version of a classic, worn far back the new way. Held fast to your head by two heart-shaped covered hatpins. Wool felt. Colors: Black, dark brown, navy, bright red, med. gold, olive green. Fits 21½-22½ in. Measure; state color. ♦78 D 7095-Shpg. wt., 10 oz. \$1.98



**E** STAR-STUDDED CALOT \$1.29

### . . Poms and Bumpers, clever and young

**J** 4-BOW CALOT, cleverly crocheted from strips of felt (70% wool, 30% cotton), crowns your waves prettily. Four saucy bows add a dressy touch. Colors: Black, dark brown, medium gold, bright red, bright green, fuchsia (purplish red). Fits all headsizes. State color. ♦78 D 7210-Shpg. wt., 10 oz. \$1.89

**L** BELLHOP BUMPER, pert wool felt pancake. Equally good, coming or going—fancy back-band with trio of self bows, flatters as well as it fits. Colors: Black, med. tan, navy, bright red, bright green, med. blue. Fits 21½-22½ inch headsize. Measure; state color. ♦78 D 7120-Shpg. wt., 15 oz. \$1.98

**K** RUFFLE POMP, frames your face with three rippling front ruffles. Skillfully hand-crocheted in velvety rayon chenille. Held on by 2 novelty pins. Colors: Black, med. tan, light aqua blue, bright green, medium gold, fuchsia (purplish red). Fits all head sizes. State color. ♦78 D 7215-Shpg. wt., 11 oz. \$1.89

**M** BUTTERFLY BUMPER, right for any outfit and occasion. Wool felt with unusual self butterfly trim. Hatpin goes through tab in back. Colors: Black, light brown, medium gold, olive green, navy blue, melon (bright rose). Fits 21½-22½ inch headsize. Measure; state color. ♦78 D 7220-Shpg. wt., 15 oz. \$1.98



**J** 4-BOW CALOT \$1.89

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